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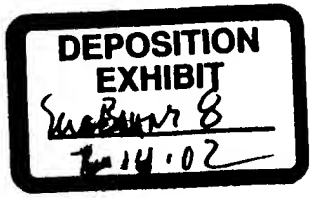
Factors Effected Through Browning Turkey Breasts-11/24/97

Product	I.P.C.	Breast	Pump Level	Ingredient Cost	Stuffed Cost	Browning Yield Loss	Net Yield After Brown	Labor Cost	Finished Cost	Sodium Claims	Fat Claims	Shelf Life
Longmont	42900	165.00	35%	5.42	134.68	13.75%	116.44%	3.48*	195.73	370 mgs	99%	55 Days
Jewel	30326	165.00	20%	.93	148.27	10.74%	107.11%	3.74	186.97	410 mgs.	99%	60 Days
HC ORB	17775	165.00	34%	3.77	137.51	----------	134.00%	1.77	152.53	380 mgs.	Fat Free	110 Days
BB ORB	27312	165.00	33%	2.32	137.22	----------	133.00%	1.77	151.09	380 mgs.	Fat Free	110 Days
HC Brown	24012	165.00	34%	3.83	144.04	9.75%	120.94%	8.62	186.91	420 mgs.	99%	50 Days
BB Brown	22047	165.00	33%	3.29	138.19	7.86%	122.55%	3.74	170.49	400 mgs.	99%	50 Days
Eck. Brown	04051	165.00	36%	1.73	133.74	9.82%	122.64%	7.14	175.68	410 mgs.	98%	60 Days
BB Caramel	27479	165.00	33%	3.29	138.19	5.16%	126.14%	3.54	161.13	380 mgs.	Fat Free	50 Days
BB Cured	27362	165.00	33%	1.73	140.32	7.86%	122.55%	3.90	177.16	420 mgs.	99%	70 Days
Longmont	42100	165.00	30%	4.43	129.54	8.37%	119.12%	4.74*	193.82	360	99%	55 Days

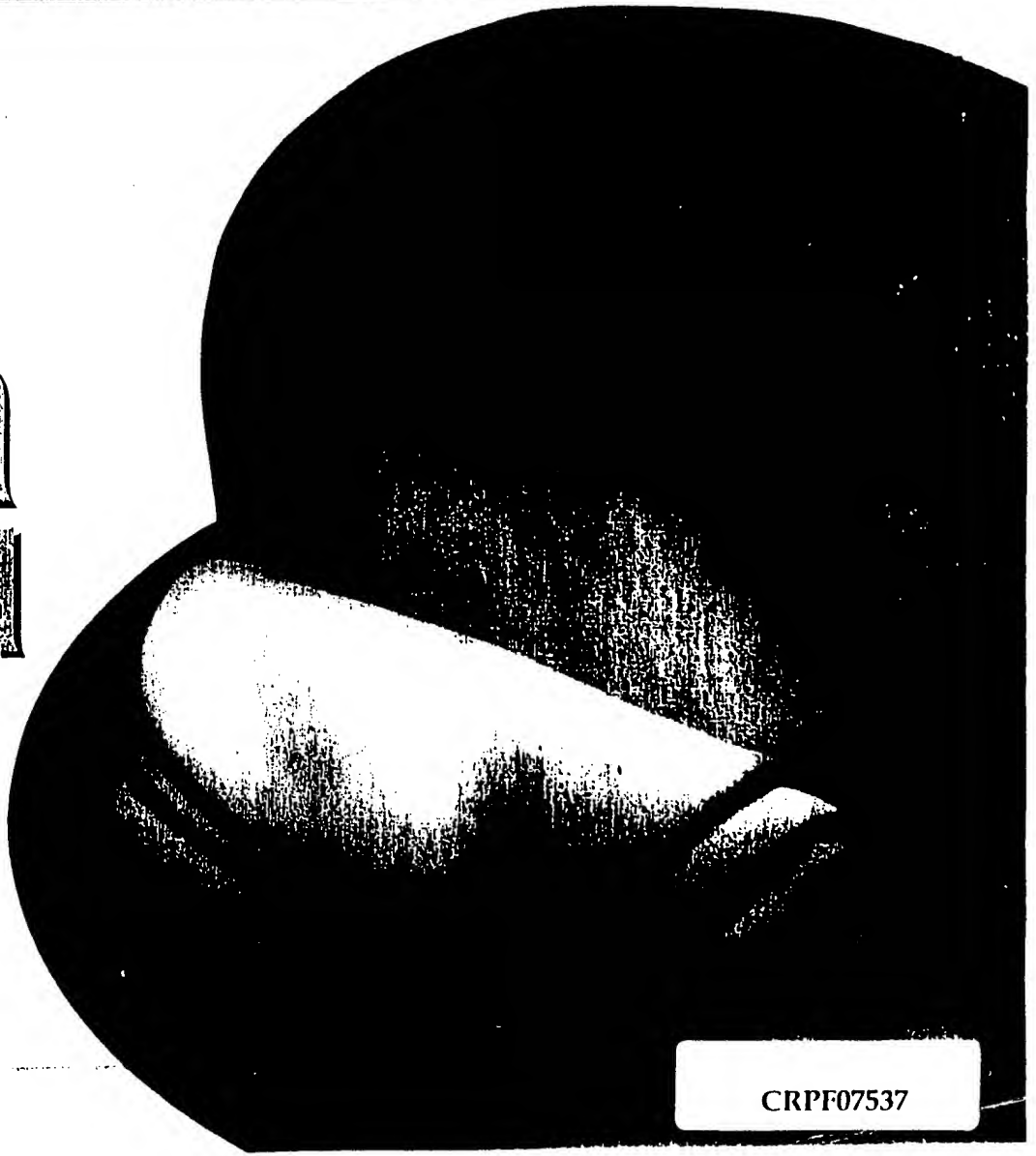


BUTTERBALL®

HEALTHY CHOICE®

Introducing

Golden Oven Roasted Turkey Breast



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DEPOSITION EXHIBIT
Sue Burg 9
7-14-02

PTO-002702


Appearing in your favorite magazine this SPRING!
BUTTERBALL®
on the
for Thanksgi
at the Deli every day.
Freshly sliced, 100% But
Oven
and delicious.
Insist on it.
Freshly Sliced AT The Deli Co
BUTTERBALL
Turkey Breast
CRPF07538


BUTTERBALL®
on the best for Thanksgi
n it at th Deli every day.
Freshly sliced, 100% Bu
Oven
delicious.
Insist on it.
The Deli Counter.
Turkey Breast
Butterball is a registered trademark of ConAgra Brands, Inc.
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ASE DELI/FOODSERVICE COMPANY

2001 Butterfield Road
Downers Grove, IL 60515
(630) 512-1715
Fax (630) 512-1133
E-Mail: rgoodman crfc.com

RICK GOODMAN
Vice President of Sales

Dear Fellow Sales Person,

Following up on the success of our last Deli Sales Planner, I am pleased to unveil another information packed book designed to provide you with everything you'll need to know to ensure that the roll-out of our new, improved product ..

Golden Oven Roasted Turkey Breast

is a huge success.

This book is entirely dedicated to answering questions about this improved product. It will provide

- the background as to WHY we made the change
- all of the facts as to specifically WHAT is changing
- the timing of WHEN everything will happen
- the specifics on HOW we will be supporting it with the trade and the consumer
- and, MUCH MORE

In the spirit of continuing on our quest to be "Best of Class", I encourage you to read through the book carefully and absorb its contents. The information is only as good as our individual efforts to make use of it and to leverage it for our company's advantage.

In short, we have a super new product and all of the information and marketing support to make this the biggest news in our industry. It is our responsibility to present everything professionally and timely - we control the success from here on. I know we will exceed the Company's expectations.

If you have any questions or comments, please feel free to contact me via EIS or Lotus Notes.

Good Selling

Richard T. Goodman
Vice President of Sales

ASE DELI/FOODSERVICE COMPANY

The Best of CLASS

Promotion Calendar

June	July	August	September	October	November	December	January	February	March	April	May	June
I. Mr. Food DELI-licious Summer Promotion												
				II.Fall/Spring Easel Event				II. Fall/Spring Easel Event				
					III. Mr. Food Easy Entertaining							
				IV. BB/HC Oven Roasted News Accl. Rollout								
											V. Mr. Food DELI-licious Summer	

This chart summarizes the FY99 Promotional Focus Periods. Complete with this book (where the emphasis is entirely on the Oven Roasted News), you have information on all currently planned programs through May 1, 1999.

The details of the next event (which will support a similar time period as the FY99 summer program - Memorial Day through Labor Day) will be announced at a sales meeting in March, 1999.

PTO-002706

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HEALTHY CHOICE · BUTTERBALL · Peter Eckrich Deli™ · Swift Premium · Margherita · ARMOUR · [redacted]

TABLE OF CONTENTS*

* REFER TO THE PAGE BEHIND THE TABLE OF CONTENTS FOR A KEY DATES SUMMARY

KEY DATES SUMMARY

Program Element	Date
Sales Meeting Program Launch	10/7/98
Introductory Binder Available	10/9/98
Trade Teaser Mailings	
Mailing One	10/6/98
Mailing Two	10/13/98
Mailing Three	10/20/98
Sales Samples (Product) Available	10/26/98 (week of)
Sell Sheets Available	10/12/98
Healthy Choice Mega Event FSI Materials	Already mailed
Butterball	
Healthy Choice Poultry	
Eckrich Poultry	
Introducing Golden Oven Roasted Turkey Breast	
ASE Deli Folder	
Easels Available	10/26/98
Butterball Golden Oven Roasted	
Healthy Choice Golden Oven Roasted	
Healthy Choice Mega Event Easel	
Static Clings	10/12/98

Golden Oven Roasted Turkey Breast

PRESENTATION SECTION OVERVIEW

What's Included?

1) **Golden Oven Roasted Sales Question & Answer**
   - Summary of project outlined in a simple question & answer format.

2) **Golden Oven Roasted Buyer Presentation**
   - Color copy of sales presentation tailored to Buyers that carry both Butterball & Healthy Choice Oven Roasted Turkey Breast. *Refer to binder tab: CD Rom for a copy of this presentation in CD Rom form. The presentation is also on the shared drive. Again, refer to binder tab: CD Rom for further information.*

3) **Buyer Presentation "Appendix"**
   - Color copies of select presentation pages needed to customize the presentation to a "Butterball only" Buyer or to a "Healthy Choice only" Buyer.
   - Please contact Sue Burns at 630/512-1273 if you need any further assistance.
   - If you'd like a color copy of a presentation customized for Eckrich, please call Sue Burns to discuss. Please allow at least three days lead time.

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Golden Oven Roasted Turkey Breast

GOLDEN OVEN ROASTED SALES QUESTION & ANSWER

BACKGROUND

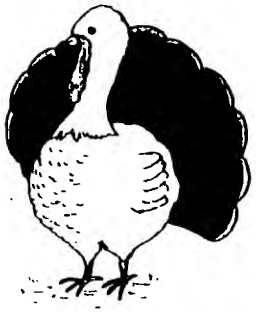
Why are you relaunching Butterball, Healthy Choice & Eckrich Oven Roasted Turkey Breasts?
There is an opportunity to capitalize on tremendous growth in the poultry segment! And, ASE wants to continue to build on the success of Butterball and Healthy Choice with products consumers are looking for. The Golden Oven Roasted Turkey Breasts were significantly preferred by deli consumers over the existing product and key competitors: Sara Lee and Dietz & Watson. These findings were substantiated in three custom research studies. *Refer to binder tab: Consumer Research.*

PRODUCT

Which products are changing to "Golden Oven Roasted" and when will the changes occur?
We are changing the following Oven Roasted products, with UPC's remaining the same:

- Butterball Oven Roasted 45300-27312
- Healthy Choice Oven Roasted 50100-17775
- Eckrich Oven Roasted 46600-05682

Production will begin late December 1998/ early January 1999 and the roll-out will be phased in as warehouse inventories of the current OR product are depleted. At the beginning of the roll-out and continuing with the first few weeks of shipments, a written notification will be included in the cases to alert deli staff of the product changes -- so there are no surprises when the case is opened with a dramatically different product inside. *See binder tab: Product.*



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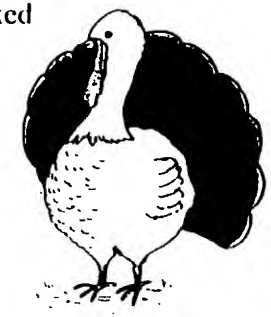
Golden Oven Roasted Turkey Breast

PRODUCT (cont'd)

What are the highlights of the production process?
The improved Oven Roasted products are now "golden browned" in the oven, using a patented process for a home-roasted appearance consumers prefer. Visually, the outer surface of the turkey breast is natural-looking with coloring similar to that of a turkey browned at home. As always, our turkey products are made from whole muscle breasts for consistently delicious taste. The Golden Oven Roasted products are hand-formed, with a natural-looking, lower profile shape - also preferred by consumers! This is a change from the current round, helmet-like shape.

What specific changes have you made to the Butterball Oven Roasted product?
- Now "golden browned" in the oven using a patented process for a home-roasted appearance
- Changed from a round, helmet-like shape to a lower profile, more natural-looking shape
- Same delicious taste, verified by consumers
- Total fat (2 oz slice) increased from 0 to 1 gram (change from fat free to 98% fat free)
- Sodium increase from 380 to 430 mg (change from 16 to 18 % daily value)
- Changed the name to Butterball Golden Oven Roasted Turkey Breast, which is currently being trademarked
- Updated the packaging with the name change along with a burst "Now Golden Browned – Same Great Taste!"

What specific changes have you made to the Healthy Choice Oven Roasted product?
- Now "golden browned" in the oven using a patented process for a home-roasted appearance
- Changed from a round, helmet-like shape to a lower profile, more natural-looking shape
- Same delicious taste, verified by consumers
- Total fat (2 oz slice) increased from 0 to 1 gram (change from fat free to 98% fat free)
- Sodium increase from 360 to 390 mg (change from 15 to 16 % daily value) – well within government regulation of 480 mg for a healthy sodium claim
- Changed the name to Healthy Choice Golden Oven Roasted Turkey Breast, which is currently being trademarked
- Updated the packaging with the name change along with a burst "Now Golden Browned – Same Great Taste!"
- *Refer to binder tab: Product.*



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Golden Oven Roasted Turkey Breast

PRODUCT (cont'd)

What specific changes have you made to the Eckrich Oven Roasted product?

- Now "golden browned" in the oven using a patented process for a home-roasted appearance
- Changed from a round, helmet-like shape to a lower profile, more natural-looking shape
- Same delicious taste, verified by consumers
- Total fat (2 oz slice) increased from 0 to 1 gram (change from fat free to 98% fat free)
- Sodium increase from 400 to 430 mg (change from 17 to 18 % daily value)
- Changed the name to Eckrich Golden Oven Roasted Turkey Breast, which is currently being trademarked
- Updated the packaging with the name change along with a burst "Now Golden Browned – Same Great Taste!"
- *Refer to binder tab: Product.*

The fat level of Butterball , Healthy Choice & Eckrich Golden Oven Roasted Turkey Breast is increasing from 0% to 2%. Why is this happening? And how do you know you will not lose your current customers when you are no longer fat free?

- A small amount of fat is introduced in the browning process.
- Current consumer trends lead us to believe that we don't need to be concerned about losing customers.
  - According to several 1997 research studies (FMI, NPD & HealthFocus), while consumers are still health conscious (with fat content of concern), health attitudes *are* changing. The general population's concern about fat content has declined significantly since 1995. *Refer to attached charts at the end of this Q&A.*
  - Also, consumers are more likely to purchase reduced-fat foods, rather than fat-free foods, than to engage in any other food-based diet maintenance method (due to the importance of taste).
  - An example in our own Con Agra product portfolio includes Healthy Choice Cheese. The Healthy Choice Cheese business is currently being relaunched with a move from no fat to low fat. Healthy Choice Cheese consumer research findings indicate that Healthy Choice Cheese users are about equally likely to believe that Healthy Choice Cheese is fat free or low fat, suggesting *little actual awareness of fat content.*
  - Consumers perceive poultry products as inherently "healthy". Turkey is a very popular deli meat, and its demand has grown along with the number of consumers who are eating healthier products.

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Golden Oven Roasted Turkey Breast

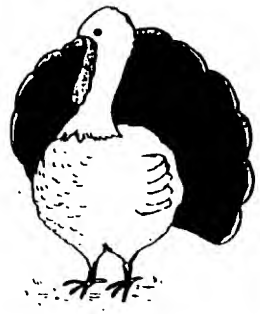
PRODUCT (cont'd)

Why does the sodium change by 50 mg for Butterball and 30 mg for Healthy Choice & Eckrich? Aren't you making the same process change?
The sodium change IS the same for Butterball & Eckrich; the current Eckrich bag should state 380 mg as the starting point, NOT 400 (the current Eckrich bag is incorrect). In the case of Healthy Choice, there is only a 30 mg change (vs. 50 for Butterball & Eckrich). Although the processing change is the same, the Healthy Choice formula is different from the Butterball & Eckrich formula; Healthy Choice includes carrageenan (vs. modified food starch), flavoring & potassium phosphates. As a result of the formula differences, the sodium impact is different for Healthy Choice. *Refer to binder tab: Product.*

Have the ingredients or the ingredient statement on the package changed?
The actual ingredients of the Butterball, Healthy Choice & Eckrich products have not changed. However, in the ingredient list on the Butterball, Healthy Choice & Eckrich bags, the terminology "contains 2% or less of..." has been added. *Refer to binder tab: Product.*

What are the handling instructions? Has the shelf life changed?
The Golden Oven Roasted products will continue to be shipped fresh. Shelf life at production for Butterball & Healthy Choice Golden Oven Roasted Turkey Breasts is 70 days. This is a change from 90 - 110 days for the current OR product. The reason for the decline relates to the change in the production process; the products are now removed from the bag to be browned in the oven. Despite the processing changes, our current policy remains the same – we will continue to guarantee 30 days upon the customers receipt of the shipment. *Refer to binder tab: Product.*

Will other product specifications change?
The UPC codes will NOT change. All other product specifications will remain the same. The shape change does not impact the case weight or size. *Refer to binder tab: Product.*



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Golden Oven Roasted Turkey Breast

PRODUCT (cont'd)

Are any products going to be discontinued in conjunction with this introduction and if so, why?
Butterball Caramel (UPC#45300-27479) will be discontinued effective 6/1/99. Current customers should be converted to the Butterball Golden Oven Roasted Turkey Breast as the Golden Oven Roasted product is superior to Butterball Caramel.

What is the difference between Golden Oven Roasted and oil-browned products? Why should I carry both?
The production process is different. The Golden Oven Roasted product is browned in the oven while oil-browned product is "browned" by dipping/cooking in hot oil. The oil-browned product is darker in color and its outside texture is visually different - more of a "fried" look vs. a "roasted" look for the golden roasted product. Keep in mind that the Golden Oven Roasted Turkey Breast is an improvement over our current products and should be the focus of our selling efforts. The oil-browned product in contrast will continue to be a select offering for several large retail customers.

What if my customer absolutely refuses to accept the replacement of Golden Oven Roasted for the all-white product?
You will need to contact your RM immediately. Since Golden Oven Roasted is a replacement product, the current OR product that we know today will no longer be available. In certain cases, Butterball Low Salt Turkey Breast may be positioned as a "substitute"; however, this situation must be approved by your manager. The Low Salt item is being kept in the line in addition to Golden OR --not a replacement—as it offers an additional consumer benefit of less sodium (25% lower than regular products). Your retailers should stock both!

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Golden Oven Roasted Turkey Breast

PRODUCT (cont'd)

What other poultry products are going to be impacted?
The following poultry items produced in Jonesboro will have a shape change only – from the current round, "helmet-like" shape to a lower profile, more natural looking shape preferred by consumers. The UPC's & product specifications will NOT change. As noted above, the case weight and dimensions remain the same. Production of the new shape will begin early January and the roll-out will be phased in as warehouse inventories of the current products are depleted.

■ Butterball Honey Roasted	45300-30622
■ Butterball Smoked	45300-30621
■ Butterball Low Salt	45300-29839
■ Butterball Mesquite Smoked	45300-22046
■ Butterball Deli Chicken	45300-29556
■ Butterball Caramel (until 6/1/99 only)	45300-27479
■ Butterball Oil Browned (DSD)	45300-27362
■ Butterball Smoked (DSD)	45300-27314
■ Butterball Honey Roasted (DSD)	45300-29729
■ Butterball OR (Foodservice)	45300-27284
■ Eckrich Oven Roasted Skinless	46600-04051
■ Eckrich Smoked	46600-05681
■ Eckrich Honey Smoked	46600-04112
■ Eckrich Skin On Oven Roasted	46600-04061
■ Eckrich Skin On Smoked	46600-04111

When will the relaunch take place? When will samples and selling materials be available?
Refer to project timing and key dates after the "Table of Contents".

CONSUMER RESEARCH

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Are the product changes supported with consumer research?
Yes, the results of three custom research studies with deli turkey consumers substantiate the changes we're making. *[illegible] binder tab: Consumer Research.* Although the Eckrich branded Oven Roasted product was not separately included [illegible] research, because the Eckrich formulation is identical to Butterball, the research results can also be "applied to" Eckrich.

Golden Oven Roasted Turkey Breast

CONSUMER RESEARCH (cont'd)

How does the new Golden Oven Roasted Turkey Breast "stack up" against the competition?
Consumers significantly preferred the Golden Oven Roasted product over key competitors Sara Lee and Dietz & Watson.
Refer to binder tab: Consumer Research.

PRICING/ SLOTTING

Are you raising prices related to the product changes?
There are NO price increases specifically related to the Golden Oven Roasted product enhancements.

Will there be slotting?
There are no slotting allowances related to this change. The Golden Oven Roasted Turkey Breasts will replace the existing Oven Roasted items in the deli case. The new product will simply start shipping in replacement of the current OR.

TRADE SUPPORT

How will the Trade find out about the changes?
The relaunch will be communicated by:

- Personalized trade teasers - *Refer to binder tab: Trade Teasers.*
- Availability of product samples - *Refer to binder tab: Selling Tools.* Notification included in case with first production
- Sell Sheets - *Refer to binder tab: Selling Tools.*

CONSUMER SUPPORT

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How will you tell consumers about the change?
In addition to the packaging changes described above, the relaunch will be supported with consumer promotions for the Butterball & Healthy Choice brands. *Refer to binder tab: Consumer Promotion*
There will be no marketing support for the Eckrich Golden Oven Roasted Turkey Breast.

Golden Oven Roasted Turkey Breast

OTHER SELLING ISSUES

How can I use this change to sell more items in the Butterball & Healthy Choice full lines?
It's the perfect opportunity to do just that! Stress to the retailer the importance of carrying several varieties, in order to capitalize on strong poultry trends all around - with top-selling Oven Roasted varieties as well as other specialty flavored breasts. *Refer to the section "Brand Leaders Offer Full Product Lines" in the Buyer presentation under binder tab: Presentation. Market data is also available under the binder tab: Deli-Scan.*

Why should I carry Butterball and Healthy Choice?
Butterball and Healthy Choice appeal to two different consumer groups. Butterball appeals to those consumers who are looking for a great tasting poultry product sold in the deli case. Healthy Choice appeals to the health-conscious consumer who is concerned about health and nutrition and has made a diet change because of the concern. Taste is still important.

Because Butterball has a high profile, well recognized name associated with quality turkey, consumers recognize Butterball and are willing to try the products. Butterball stands for poultry and offers a wide variety of poultry items. Healthy Choice offers a variety of poultry products and also various items in beef and pork segments as well. To summarize, Butterball and Healthy Choice appeal to different user groups, yet both brands offer a high end margin structure to maximize your Buyer's total deli profits.

What can I expect from Butterball & Healthy Choice next?
The fact that the poultry segment has demonstrated consistent growth means that high quality, consistent products are important to the retail trade and to consumers. We will continue to invest in consumer programs to ensure consumer pull at the deli case. Our pledge is to continue to offer superior quality products with consistent great taste. We will continue evaluating our product processes and initiate consumer testing to ensure our product offerings meet consumer needs.

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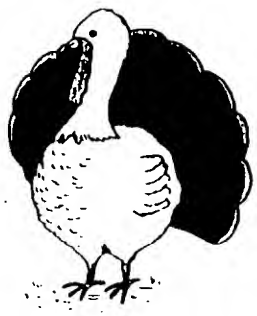

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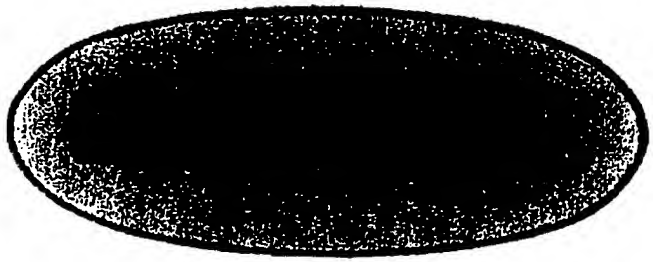
PTO-002718

Introducing



HEALTHY CHOICE®

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PTO-002719

Presentation Contents

1. The Golden Opportunity
2. The Challenge
3. Introducing ... Golden Oven Roasted
4. Consumer Research
5. Golden Oven Roasted ... Summary of Changes
6. Marketing Support
7. Brand Leaders Offer Full Product Lines
8. Meet the Challenge

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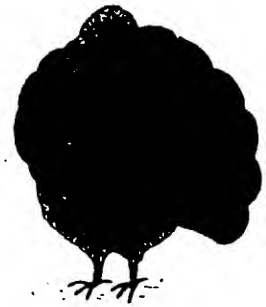
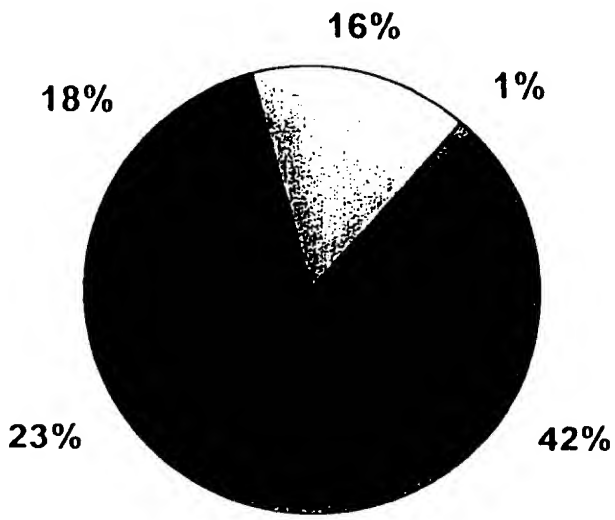


Meats are a vital component of your Service Deli business...

% of Retail Deli $ by Category



- The Deli meats business is over $8 billion, accounting for 42% of total Service Deii retail dollars
- Deli meats drove the largest dollar gain in the Service Deli between 1996 & 1997 -- up $474 million

Source: Deli-Scan, 1997

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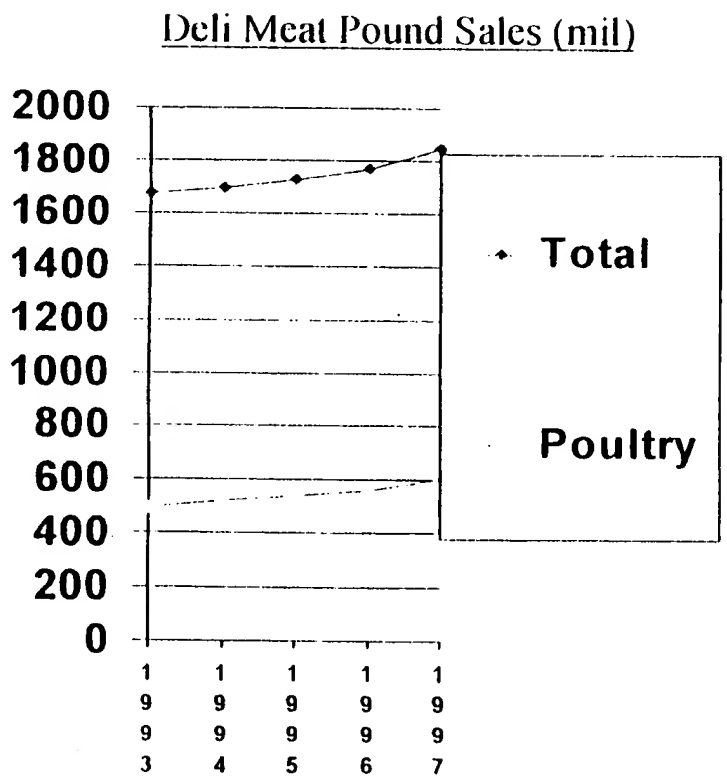
...and the Poultry segment is driving Deli Meat growth!



Category	% Chg 1993-97
Total	*10.5%*
Poultry	**21.0**
Ham	10.4
Beef	8.5
Dry Sausage	3.4
Bolo/Cooked Salami	-1.2
Semi Dry Saus	-8.3
Lunchmeat	-11.2

- Total Deli meat pound sales reached 1.8 billion in 1997, up 10% between 1993 & 1997
- Poultry grew 21% during the same time period, more than twice as fast as total Deli meats *and* more than twice as fast as every other meat segment

Source: Deli-Scan, 1997

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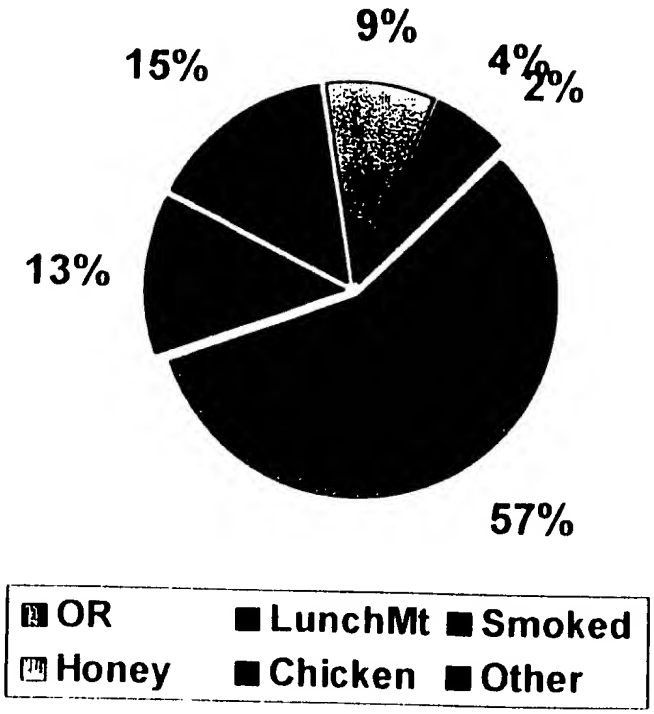
Oven Roasted Turkey Breasts are top sellers...

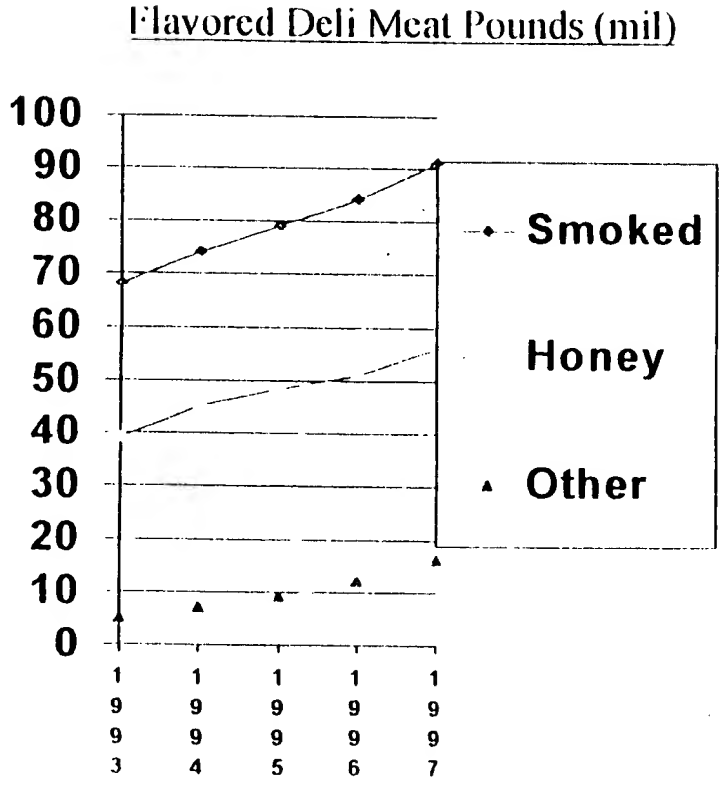
Poultry Varieties as % of Total Pounds



- Oven Roasted breasts account for the majority of poultry pound sales
- Oven Roasted breasts have *consistently* driven the majority of poultry pound growth...
  - up 14 million lbs. in 1995
  - another 14 million lb. increase in 1996, and
  - an additional 20 million lbs. in 1997

Source: Deli-Scan, 1997

...and other specialty flavors continue to gain in popularity, now accounting for 1/3 of poultry sales!



- Total flavored breast pound sales reached 162 million in 1997, up 45% from 1993
  - Smoked sales increased 34%
  - Honey sales rose 44%
  - Other specialty varieties increased over 300%

Source: Deli-Scan, 1997

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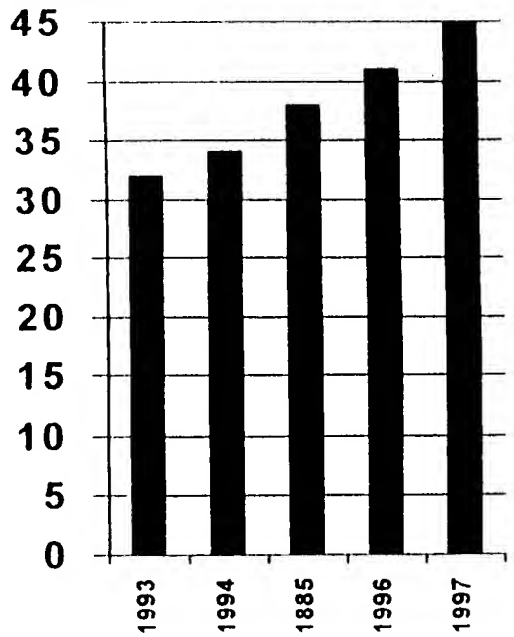
The Low Salt Turkey Breast business is also growing...

Low Salt Pound Sales (mil)



- Low salt pound volume reached 45MM in 1997, up 40% since 1993
- This "healthier" segment represents 8% of total poultry and its share of the total is increasing each year

Source: Deli-Scan, 1997

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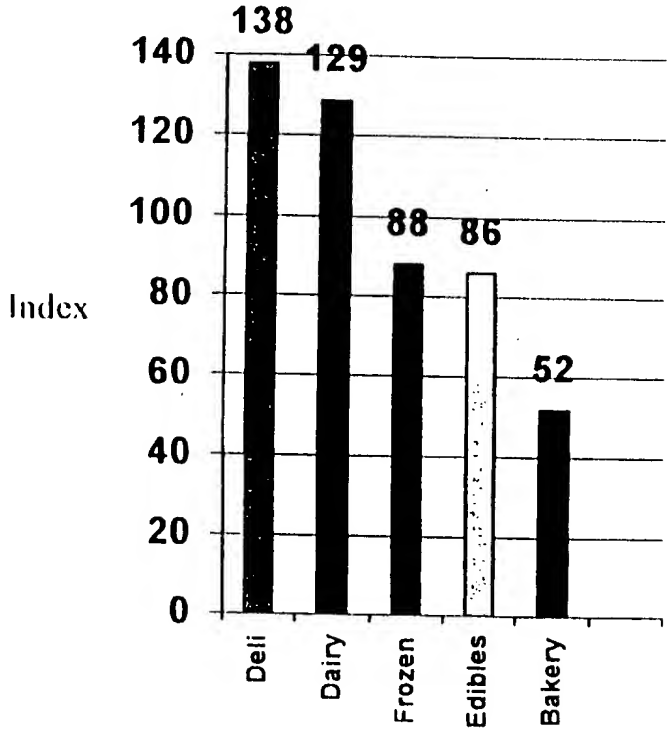
PTO-002725

...and Deli departments have been successful in helping consumers address nutritional considerations.

Index of 1992 to 1996 Fat-Reduced Dollar Sales Relative to Total Food Sales



- The index of supermarket fat-reduced dollar sales (1992 to 1996), relative to the share of total food by department, is greatest for the deli department

Source: IRI/NPD Group - "How America Avoids Fat Benchmark Study", 1997

The Golden Opportunity

Summary

- Meats are a critical part of the Service Deli, accounting for nearly half of sales and driving significant growth.
- Poultry, in turn, is driving Deli meat growth with pound sales growth increasing twice that of the Deli meat category and all other meat segments.
- Within Poultry, Oven Roasted sales are the highest, with other value-added flavors gaining momentum.
- Low salt turkey breasts are also showing consistent growth.

What's In It For You?

CRPF07562

There is a golden opportunity to increase your profits by capitalizing on the tremendous poultry growth trends -- with Oven Roasted, other flavored, AND low salt turkey breast

PTO-002727

The Challenge

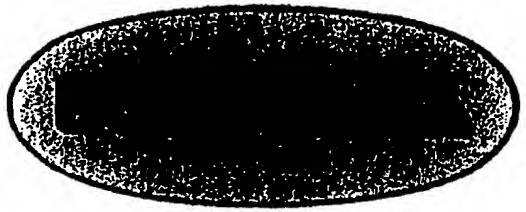
How can we continue to
drive strong poultry segment growth?

With products consumers are looking for,
supporting promotions,
and leading brand names !!

CRPF07563

Consumers ask for Butterball & Healthy Choice Oven Roasted Turkey Breast everyday ... now with the changes we're making, even MORE consumers will be buying even MORE deli turkey breast!!!

Introducing



HEALTHY CHOICE®

CRPF07564

PTO-002729

Golden Oven Roasted Turkey Breast

Giving consumers what they're asking for ...

Now "golden browned" in the oven using a patented process for a home-roasted appearance

Now with a natural-looking shape more like a homemade turkey

- Always with the same delicious taste

CRPF07565

PTO-002730

Deli consumers tell us we're making changes for the better!

We've done our homework! Findings from three separate custom research studies substantiate our product improvements.

1. Deli Turkey Breast Category Appraisal Study
   Moskowitz Jacobs Inc., 11/97
2. Oven Roasted Deli Turkey Product Test
   Luhrs Marketing Research, 5/98
3. Competitive Deli Breast Product Test
   Luhrs Marketing Research, 9/98

First, we asked consumers what they look for in a deli turkey breast...

- *Research Objectives*
  - Define the product attributes which are most desirable in an Oven Roasted Turkey Breast (appearance, flavor, texture, etc.)
  - Generate a "report card" for ASE products in order to optimize the current Butterball & Healthy Choice Oven Roasted Turkey Breasts
- *Methodology*
  - Tested ASE & competitive brands with deli poultry consumers in three highly developed deli turkey markets
    - Butterball, Healthy Choice, Boar's Head, Sara Lee, Dietz & Watson, Alpine Lace
  - Product trial & visual evaluation -- blind & unbranded

CRPF07567

Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

...and here's what consumers said when they tried the *sliced* products!

- Current Healthy Choice & Butterball Oven Roasted are well liked as evidenced by high overall liking scores
- Healthy Choice & Butterball scored above all key competitors: Sara Lee, Boar's Head, Dietz & Watson, and Alpine Lace

Overall Liking -- Scale 00 to 100

Healthy Choice Oven Roasted	67
Butterball Oven Roasted	66
Sara Lee Premium	63
Boar's Head Ovengold	54
Dietz & Watson Premium	51
Alpine Lace	43

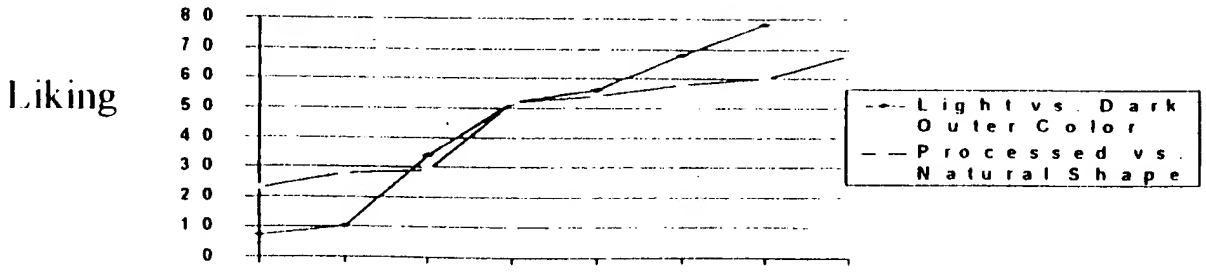
Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

However, when consumers evaluated the appearance of the *whole breast*, it was clear that the visual appeal of Butterball & Healthy Choice Oven Roasted could be improved!

The research indicated that ...

- Two imagery attributes drive consumer overall liking of appearance
  - Darker vs. lighter outer appearance
  - Natural-looking vs. processed shape
- As the whole breast becomes darker in color & more natural in shape, liking of appearance increases

Color & Shape vs. Liking of Appearance



Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

CRPF07569

PTO-002734

To summarize the initial research...

- Butterball & Healthy Choice Oven Roasted products were well liked for taste, texture & appearance when evaluated as a *slice,* and outperformed the competition
- Given that the appearance of the *whole breast* influenced the purchase decision at the deli counter, Butterball & Healthy Choice would benefit from an improved outer appearance with a move to a darker color and a more natural shape

Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

After we enhanced our products, research was conducted to confirm the improvements with consumers...

Research Objective

- Determine consumer acceptance of the new Butterball & Healthy Choice products, overall & compared to the current (control) products

- *Methodology*
  - Product tested at central location facilities in 10 markets with 150 deli poultry consumers

Source: Luhrs Marketing Research, Competitive Deli Breast Product Test, 1998

...and the new Butterball & Healthy Choice Golden Oven Roasted Turkey Breasts were preferred over the current ASE products!

Overall, appearance & color ratings for the new Golden OR were significantly higher than that of the control product

Overall Scores on 9.0 Hedonic Scale

	Current (Control)	New Golden OR
Overall Rating	7.4	7.7 *
Overall Appearance	7.3	7.6 *
Overall Color	7.4	7.7 *
Overall Flavor	7.4	7.6 **
Overall Texture	7.2	7.5 **

* Statistically significant

** Not statistically different but directionally higher

Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

CRPF07572

Consumers had other great things to say about Golden Oven Roasted Turkey Breast ...

Product Attribute	% Consumers Agreeing "Just Right"
Texture	87
Leanness	84
Juiciness	83
Meat Color	80
Turkey Flavor	76
Natural Taste	75

Most respondents felt that the new golden turkey breast slices looked like they were sliced right from a home roasted turkey!

Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

After the product was perfected, a third research study was conducted to test Golden Oven Roasted against key competitors...

Research Objective

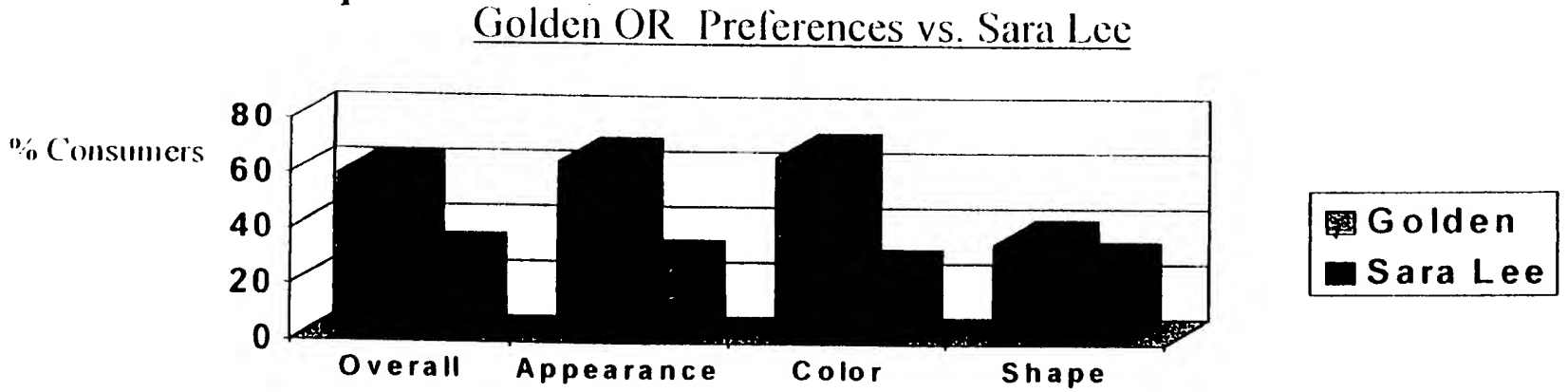
- Determine consumer preference of the new Butterball & Healthy Choice products vs. the competition

- *Methodology*
  - Product tested at central location facilities in 5 markets with 470 deli poultry consumers
  - Competitive products: Sara Lee Oven Roasted, Dietz & Watson Gourmet Oven Roasted

Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

...and once again, Golden Oven Roasted was a winner!

- Golden OR was significantly preferred over Sara Lee ...
  - Overall
  - Outside appearance
  - Outer color
  - Shape



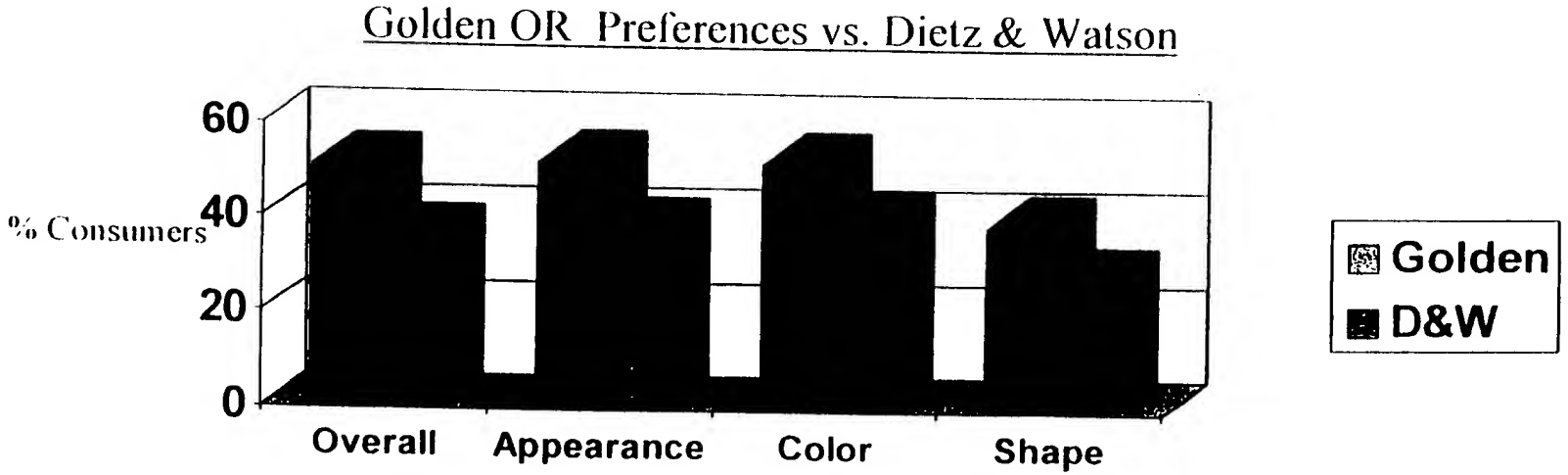
Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

CRPF07575

PTO-002740

Consumer Research

- Golden OR was also significantly preferred over Dietz & Watson....
  - Overall
  - Outside appearance
  - Outer color
  - Shape



Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

CRPF07576

PTO-002741

Consumer Research

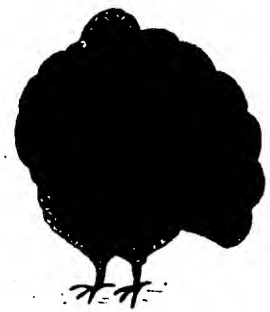
Summary

- Butterball & Healthy Choice Oven Roasted Turkey Breasts are changing for the better -- to a golden brown outer color & a more natural shape
- Consumers significantly prefer the new Golden Oven Roasted Turkey Breast over the current products & key competitors

What's In It For You?

Enjoy the "rush" of consumers going for the gold with increased sales & profits!

CRPF07577



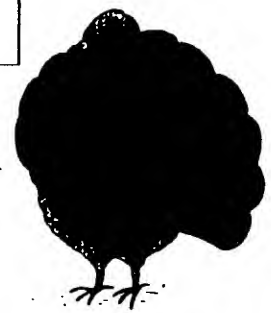
PTO-002742

Golden Oven Roasted

Summary of Changes

	Current Oven Roasted	New Golden Oven Roasted
Product Name	Butterball Oven Roasted Healthy Choice Oven Roasted	Butterball Golden Oven Roasted Healthy Choice Golden Oven Roasted
Turkey Breast Color	White	Golden Brown, home-roasted appearance preferred by consumers
Turkey Breast Shape	Round, helmet-like	Low profile for a more natural look preferred by consumers
Taste	Consumers know and love	Same great taste - we're not changing a good thing!
Butterball UPC Healthy Choice UPC	45300-27312 50100-17775	Same Same
Product Specifications Avg unit size Avg case weight Case dimensions Case cube Palletization	 9.1 lbs. 18.2 lbs. 15.25 x 9.125 x 5.56 .45 10 x 10 x 100	 Same Same Same Same Same

CRPF07578



PTO-002743

We will spread Butterball's good news to consumers...

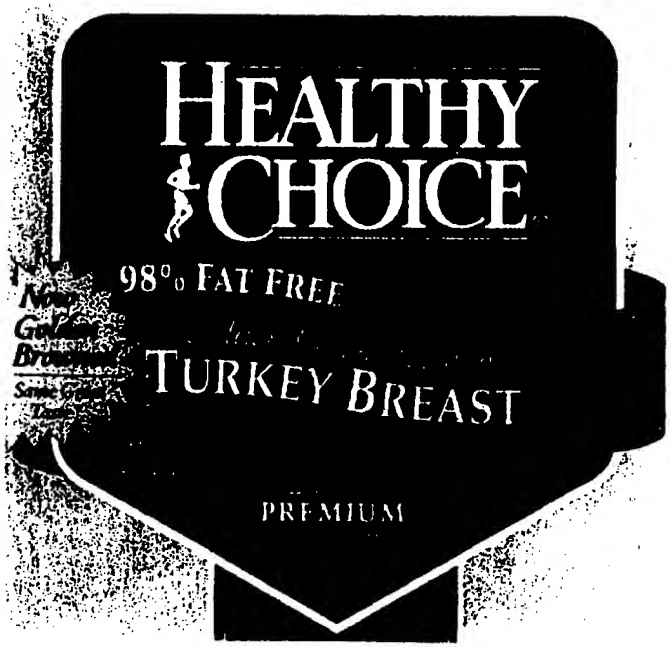
The new name, *Butterball Golden Oven Roasted*, along with a burst describing the changes "Now Golden Browned…Same Great Taste!" will be communicated with eye-catching graphics on the new bags

Butterball consumer promotions include:

- Golden Oven Roasted Half Page FSI
  - Sunday, Feb. 21, 1999
  - Delivering $.55 Butterball Deli Coupon
  - Consumer Mail-in Offer for a FREE WEEBEANS stuffed turkey plus $2.00 Butterball Coupon Booklet
- Golden Oven Roasted Counter-top Easels
  - Introduces new Butterball product with $.55 coupon
  - Consumer Mail-in Offer for FREE WEEBEANS stuffed turkey plus $2.00 Butterball Coupon Booklet

Your deli customers will hear about the Healthy Choice product enhancements...

Attractive graphics on the new packages communicate the new name, *Healthy Choice Golden Oven Roasted*, along with a colorful burst highlighting the changes "Now Golden Browned...Same Great Taste!"



CRPF07581

- Healthy Choice consumer promotions include:
  - Healthy Choice Multi-Category Storewide Promotion featuring Golden Oven Roasted News
    - National FSI on Sunday, Jan. 3, 1999 with over 48 million circulation
    - Delivering $.55 Healthy Choice Deli Coupon
    - Consumer Mail-in FREE Healthy Choice product offer
  - Golden Oven Roasted Counter-top Easels
    - Introduces new Healthy Choice product with $.55 coupons
    - Consumer Mail-in Offer for FREE WEEBEANS stuffed turkey plus $2.00 Healthy Choice Coupon Booklet

Leverage the strength of the Butterball brand with your shoppers!

- Butterball is the largest turkey brand in the grocery store, with sales of over $500 million.
- Butterball is perceived as a superior brand, standing for great taste, dependability & superior quality.
- The Butterball brand equity, rooted in a strong association with the whole bird, achieves 79% unaided awareness with consumers.
  - The next closest competitors only have 10% unaided awareness
- Consumers expect to pay more for premium products...product quality & "a brand they trust" are attributes they're willing to pay for.

The Best of All is Butterball!™

CRPF07583

Sources: Fresh Meat Brand Image Study 1994, Grey Qualitative Research 1994, BB Tracking Study 1998
Deli Meat Purchase & Usage, 1996

Maximize your sales & profit potential by offering the full line of Butterball turkey breasts ...

- Consumers are looking for new, value-added products
  - Use of flavored products in general is on the rise as consumers seek out products with attributes that cannot be easily replicated at home (e.g. Cajun, Peppered)
  - Taste trends are moving toward authentic, ethnic flavors as consumers become more "worldly" and aware of regional cuisine
- Butterball brings five exciting tastes to the deli that consumers can't resist...Peppered, Lemon Pepper, Cajun Style, Italian Style & Southwestern Salsa
  - These products feature popular seasonings & ethnic flavors to help you capitalize on the flavored poultry growth trends

  Butterball has a full array of Oven Roasted turkey breasts, specialty flavors, lunch meats, chicken & low salt products
- *Stocking a wide variety will build consumer traffic in your deli and increase impulse sales!*

CRPF07584

Capitalize on the power of the Healthy Choice brand franchise!

In only 8 years, Healthy Choice has become a $1.4 billion franchise, ranked as the #4 brand in the entire supermarket - after Coca-Cola, Pepsi, & Campbells.

- Healthy Choice is the top brand for people concerned about health & nutrition.
- Consumers perceive Healthy Choice as:
  - A brand that allows you to "Eat What You Like"
  - A convenient, simple solution that's great tasting and low in fat

Delicious Taste with Sensible Nutrition!

Source: Campbell Mithun-Esty, McKinsey & Col, 1996

Satisfy your nutrition-conscious shoppers with the many varieties of Healthy Choice...

- Healthy Choice has a wide array of deli meats across the poultry, ham, and beef segments
- Within poultry, Healthy Choice has a full line of Oven Roasted turkey breasts, specialty flavors & chicken products
- Today's consumer prefers the wholesome nutritional benefits of poultry products, while seeking new flavor varieties
- Healthy Choice also offers unique poultry flavors to build your deli sales: Mesquite Smoked, Cajun Style & Peppered Turkey Breast

Stocking a wide selection of nutritious products will satisfy a specific customer segment!

Meet the Challenge

JOIN THE GOLD RUSH ...

- Stock both Butterball & Healthy Choice Golden Oven Roasted Turkey Breasts
  - Consumers significantly prefer the "golden brown" color & natural shape over the original products and the competition
  - The relaunch is supported with national consumer promotions
- Maximize poultry dollar sales by giving consumers all their favorite varieties in one place
  - Butterball & Healthy Choice offer a full line of value-added, flavored turkey breasts
- Continue to take advantage of the powerful Butterball & Healthy Choice brand names
  - Butterball is the #1 name in turkey
  - Healthy Choice is #1 with nutrition-conscious consumers

"Cash in" on deli poultry growth with products consumers prefer, supporting promotions & leading brand names !!

CRPF07587

PTO-002752

APPENDIX

The following pages offer you the opportunity to customize this presentation for either Butterball or Healthy Choice The customized pages inlcude.

- Page 2 "Introducing"
- Page 12 "Consumers ask for "
- Page 26 "Summary of Changes"
- Page 35 "Join the Gold Rush "

PTO-002753

Introducing

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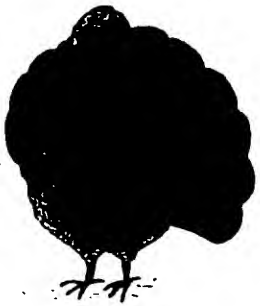


PTO-002754

Introducing

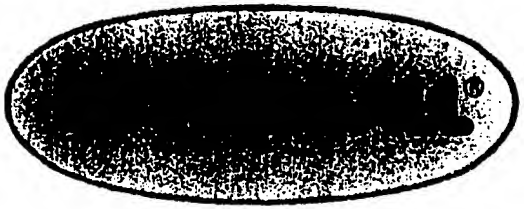
HEALTHY CHOICE®

CRPF07590

PTO-002755

Consumers ask for Butterball Oven Roasted Turkey Breast everyday ... now with the changes we're making, even MORE consumers will be buying even MORE deli turkey breast!!!

Introducing



CRPF07591

PTO-002756

Consumers ask for Healthy Choice Oven Roasted Turkey Breast everyday ... now with the changes we're making, even MORE consumers will be buying even MORE deli turkey breast!!!

Introducing

HEALTHY CHOICE®

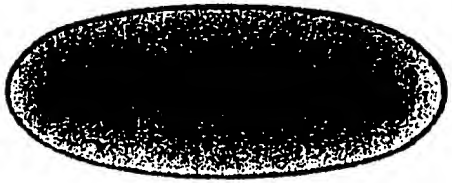
Golden Oven Roasted Turkey Breast

CRPF07592

PTO-002757

Meet the Challenge

JOIN THE GOLD RUSH ...



- Stock Butterball Golden Oven Roasted Turkey Breasts
  - Consumers significantly prefer the "golden brown" color & natural shape over the original products and the competition
  - The relaunch is supported with national consumer promotions
- Maximize poultry dollar sales by giving consumers all their favorite varieties in one place
  - Butterball offers a full line of value-added, flavored turkey breasts
- Continue to take advantage of the powerful Butterball brand name
  - Butterball is the #1 name in turkey

"Cash in" on deli poultry growth with products consumers prefer, supporting promotions & a leading brand name !!

CRPF07593

PTO-002758

Meet the Challenge

JOIN THE GOLD RUSH ...

HEALTHY CHOICE®

- Stock Healthy Choice Golden Oven Roasted Turkey Breasts
  - Consumers significantly prefer the "golden brown" color & natural shape over the original products and the competition
  - The relaunch is supported with national consumer promotions
- Maximize poultry dollar sales by giving consumers all their favorite varieties in one place
  - Healthy Choice offers a full line of value-added, flavored turkey breasts
- Continue to take advantage of the powerful Healthy Choice brand name
  - Healthy Choice is #1 with nutrition-conscious consumers

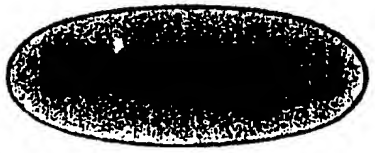
"Cash in" on deli poultry growth with products consumers prefer, supporting promotions & a leading brand name !!

CRPF07594

PTO-002759

Golden Oven Roasted

Summary of Changes



	Current Oven Roasted	New Golden Oven Roasted
Product Name	Butterball Oven Roasted	Butterball Golden Oven Roasted
Turkey Breast Color	White	Golden Brown, home-roasted appearance preferred by consumers
Turkey Breast Shape	Round, helmet-like	Low profile for a more natural look preferred by consumers
Taste	Consumers know and love	Same great taste - we're not changing a good thing!
Butterball UPC	45300-27312	Same
Product Specifications		
Avg unit size	9.1 lbs.	Same
Avg case weight	18.2 lbs.	Same
Case dimensions	15.25 x 9.125 x 5.56	Same
Case cube	.45	Same
Palletization	10 x 10 x 100	Same

CRPF07595

PTO-002760

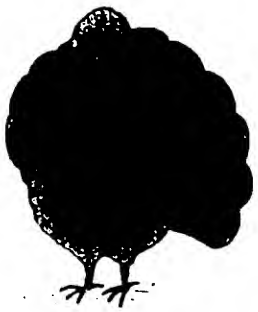
Golden Oven Roasted

Summary of Changes

HEALTHY CHOICE®

	Current Oven Roasted	New Golden Oven Roasted
Product Name	Healthy Choice Oven Roasted	Healthy Choice Golden Oven Roasted
Turkey Breast Color	White	Golden Brown, home-roasted appearance preferred by consumers
Turkey Breast Shape	Round, helmet-like	Low profile for a more natural look preferred by consumers
Taste	Consumers know and love	Same great taste - we're not changing a good thing!
Healthy Choice UPC	50100 -17775	Same
Product Specifications		
Avg unit size	9.1 lbs.	Same
Avg case weight	18.2 lbs.	Same
Case dimensions	15.25 x 9.125 x 5.56	Same
Case cube	.45	Same
Palletization	10 x 10 x 100	Same

CRPF07596



PTO-002761

PRODUCT SECTION OVERVIEW

What's Included?

1) **Description of Product Changes**
   - Appearance changes
   - New name
   - Product UPC's
   - Shelf life
   - Product specifications
   - Timing

2) **Summary of Product Changes - Chart**

3) **Description of Nutritional Changes**
   - Fat
   - Sodium
   - Ingredients

4) **Nutritionals & Ingredients - Chart**

5) **Other Poultry Product Changes**

6) **Description of Packaging Changes**
   - New Packaging Graphics

Description of Product Changes

Butterball, Healthy Choice & Eckrich Oven Roasted Turkey Breasts are changing for the better, giving deli consumers what they're asking for...

- Now "golden browned" in the oven using a patented process for a home-roasted appearance
  - Visually, the outer surface of the turkey breast looks like a home roasted Thanksgiving turkey
- Now with a natural-looking shape, more like a homemade turkey
  - The shape is lower profile, a change from the current round, helmet-like shape
- Always with the same delicious taste

The product names are changing from Oven Roasted to ...

- Butterball Golden Oven Roasted Turkey Breast
- Healthy Choice Golden Oven Roasted Turkey Breast
- Eckrich Golden Oven Roasted Turkey Breast

The product UPC's are NOT changing...

- Butterball 45300-27312
- Healthy Choice 50100-17775
- Eckrich 46600-05682

Although the shelf life of the new Golden Oven Roasted at production has changed (declined from 90 to 70 days), our customer policy remains the same: 30 day guarantee upon customer receipt of shipment.

Although the shape of the product is changing, the weight remains the same as well as the case size. Therefore, the product specifications are NOT changing.

The timing of the change to Golden OR includes start up production in **mid-December** with product rolling right out to your customers as it is produced.

These changes are summarized in the chart on the next page: "Summary of Product Changes".

CRPF07598

PTO-002763

Summary of Product Changes

	Current Oven Roasted	New Golden Oven Roasted
Product Name	Butterball Oven Roasted Healthy Choice Oven Roasted Eckrich Oven Roasted	Butterball Golden Oven Roasted Healthy Choice Golden Oven Roasted Eckrich Golden Oven Roasted
Turkey Breast Color	White	Golden Brown, home-roasted appearance preferred by consumers
Turkey Breast Shape	Round, helmet-like	Low profile for a more natural look preferred by consumers
Taste	Consumers know and love	Same great taste - we're not changing a good thing!
Butterball UPC	45300-27312	Same
Healthy Choice UPC	50100-17775	Same
Eckrich UPC	46600-05682	Same
Handling & Shelf Life	Shelf life at production: 90-110 days 30 day guarantee upon customer receipt of shipment	Shelf life at production: 70 days 30 day guarantee upon customer receipt of shipment
Product Specifications		
Avg unit size	9.1 lbs.	Same
Avg case weight	18.2 lbs.	Same
Case dimensions	15.25 x 9.125 x 5.56	Same
Case cube	.45	Same
Palletization	10 x 10 x 100	Same

Description of Nutritional Changes

A small amount of fat is introduced in the browning process which changes the product from fat free to 98% fat free…

- The Total Fat (2 oz. slice) increased from 0 to 1 gram for Butterball, Healthy Choice & Eckrich
- Current consumer trends lead us to believe that we don't need to be concerned about adding a small amount of fat. Refer to specific trends/charts in "Golden Oven Roasted Sales Q&A" for further information.

Sodium has increased with the changes in the production process – primarily due to the fact that the product is stripped out of the bag for browning in the oven.

- Butterball sodium increased from 380 to 430 mg (change from 16 to 18% daily value)
- Healthy Choice sodium increased from 360 to 390 mg (change from 15 to 16% daily value)
- Eckrich sodium increased from 400 to 430 (change from 17 to 18% daily value)

The actual ingredients of the Butterball, Healthy Choice & Eckrich products have NOT changed. However, in the ingredient list on the new bags, the terminology "contains 2% or less of …" has been added.

Refer to the nutritional charts & ingredient statements of the Golden Oven Roasted products on the next page.

Butterball
Golden Oven Roasted Turkey Breast

Nutrition Facts

Serving Size 2 oz. (56g)
Servings Per Container varied

Amount Per Serving	1 oz.	
Calories	60	30
Calories from Fat	10	5
	% of Daily Value **	
Total Fat 1.0g, 0.5g	2%	1%
Saturated Fat 0.5g,0g	3%	0%
Cholesterol 25mg, 15mg	8%	5%
Sodium 430mg,220mg	18%	9%
Total Carbohydrate 2g,1g	1%	0%
Dietary Fiber 0g,0g	0%	0%
Sugars 1g,0g		
Protein 10g,5g	**20%**	**10%**
Vitamin A	0%	0%
Vitamin C	0%	0%
Calcium	0%	0%
Iron	0%	0%

* Amount of Nutrients in one ounce.
**Percent Daily Values are based on 2,000 Calorie diet.

INGREDIENTS: TURKEY BREAST MEAT, TURKEY BROTH, CONTAINS 2% OR LESS OF DEXTROSE, MODIFIED FOOD STARCH, SALT, SODIUM PHOSPHATE.

Peter Eckrich Deli
Golden Oven Roasted Turkey Breast

Nutrition Facts

Serving Size 2 oz. (56g)
Servings Per Container varied

Amount Per Serving	1 oz.	
Calories	60	30
Calories from Fat	10	5
	% of Daily Value **	
Total Fat 1.0g, 0.5g	2%	1%
Saturated Fat 0.5g,0g	3%	0%
Cholesterol 25mg, 15mg	8%	5%
Sodium 430mg,220mg	18%	9%
Total Carbohydrate 2g,1g	1%	0%
Dietary Fiber 0g,0g	0%	0%
Sugars 1g,0g		
Protein 10g,5g	**20%**	**10%**
Vitamin A	0%	0%
Vitamin C	0%	0%
Calcium	0%	0%
Iron	0%	0%

* Amount of Nutrients in one ounce.
**Percent Daily Values are based on 2,000 Calorie diet

INGREDIENTS: TURKEY BREAST MEAT, TURKEY BROTH, CONTAINS 2% OR LESS OF DEXTROSE, MODIFIED FOOD STARCH, SALT, SODIUM PHOSPHATE.

Healthy Choice
Golden Oven Roasted Turkey Breast

Nutrition Fact

Serving Size 2 oz. (56g)
Servings Per Container varied

Amount Per Serving	1 oz.	
Calories	60	30
Calories from Fat	10	5
	% of Daily Value **	
Total Fat 1.0g, 0.5g	2%	1%
Saturated Fat 0.5g,0g	3%	0%
Cholesterol 25mg, 15mg	8%	5%
Sodium 390mg,200mg	16%	8%
Total Carbohydrate 1g,0g	0%	0%
Dietary Fiber 0g,0g	0%	0%
Sugars 1g,0g		
Protein 10g,5g	**20%**	**10%**
Vitamin A	0%	0%
Vitamin C	0%	0%
Calcium	0%	0%
Iron	0%	0%

* Amount of Nutrients in one ounce
**Percent Daily Values are based on 2,000 Calorie diet.

INGREDIENTS: TURKEY BREAST MEAT, TURKEY BROTH, CONTAINS 2% OR LESS OF CARRAGEENAN, DEXTROSE, FLAVORING, POTASSIUM PHOSPHATES, SALT, SODIUM PHOSPHATE.

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Other Poultry Product Changes

1) **A new, improved shape for additional items in the Poultry line**

A total of fifteen additional poultry items will transition to the new, lower profile more natural looking shape. Similar to the Golden Oven Roasted products, the UPC's and product specifications will not change. Production on these products with the new shape will begin in early January and the roll-out will be phased in as warehouse inventories of the current products are depleted.

The list of these fifteen items is in the Question and Answer section under the Presentation tab.

2) **A discontinuation of one sku at the close of FY99**

In the spirit of cutting back on repetitive sku's that do not offer any true consumer benefit or reason for being, the Butterball Caramel product (UPC 45300-27479) will be discontinued effective 6/1/99. Current customers should be converted to the Butterball Golden Oven Roasted Turkey Breast as it is superior to the Caramel product.

3) **The products in the poultry line called "Browned" will remain in the line at this point in time**

The cook process used to have the Golden Roasted Turkey Breast look home-roasted is much different than the process used to create the oil-browned Turkey Breast. Golden OR is browned in the oven while the oil-brown sku is dipped and cooked in hot oil. The difference between these two cooking processes creates a visual difference between the two sku's: The oil-browned product is darker in color and the outside "texture" is visibly different from the Golden OR product (which looks more like a Thanksgiving turkey than the oil-brown product).

The Golden Oven Roasted Turkey product is the focus of our selling efforts as it is significantly preferred over our current Oven Roasted offering. The oil-browned product, in contrast, will continue to be a select offering for several large customers.

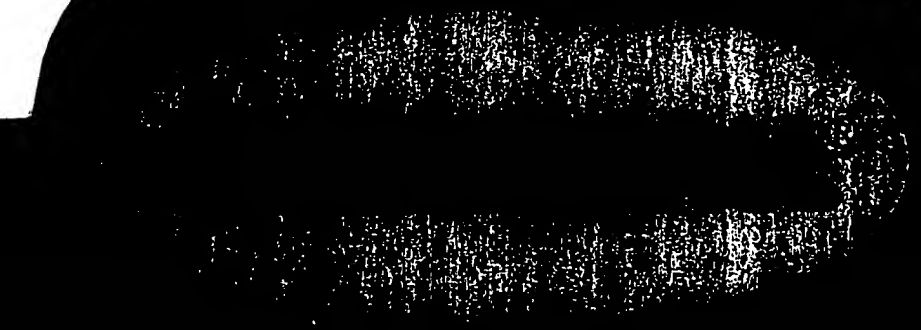
Description of Packaging Changes

Attractive graphics on the new packages for Butterball, Healthy Choice & Eckrich communicate ...

- the new name -- Golden Oven Roasted Turkey Breast
- the product changes with a colorful burst highlighting the news "Now Golden Browned ... Same Great Taste!"

Refer to the new packaging graphics on the next 3 pages.

98% Fat Free



Not Golden Browned

Same Great Taste

GOLDEN OVEN ROASTED

Turkey Breast

WITH BROTH

BROWNED WITH CARAMEL COLORING

INSPECTED U.S. P-7173

BONELESS • FULLY COOKED • SKINLESS • KEEP REFRIGERATED

INSTRUCTIONS FOR SLICING: FOR BEST RESULTS, SLICE ALONG THE NATURAL GRAIN OF THE BREAST.

PTO-002769

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PTO-002770

CRPF07605

PTO-002771

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CONSUMER RESEARCH SECTION OVERVIEW

What's Included?

1) **Summary of Research Findings**
   - Brief summary of research conducted and overall results

2) **Details of First Research Study**
   - Deli Turkey Breast Category Appraisal Study; Moskowitz Jacobs Inc., 11/97
   - Objectives, Methodology & Results

3) **Details of Second Research Study**
   - Oven Roasted Deli Turkey Product Test; Luhrs Marketing Research, 5/98
   - Objectives, Methodology & Results

4) **Details of Third Research Study**
   - Competitive Deli Breast Product Test; Luhrs Marketing Research, 9/98
   - Objectives, Methodology & Results

Note: Also refer to "Consumer Research" section in Buyer Presentation under binder tab: Presentation.

Sent

Summary of Research Findings

Findings from three separate custom research studies substantiate the Oven Roasted Turkey Breast product improvements.

- First, we asked consumers what they look for in a deli turkey breast and obtained feedback on how we could improve the current Butterball & Healthy Choice Oven Roasted Turkey Breasts.
  - While the ASE products were well-liked by consumers (scoring above all key competitors), the research indicated that Butterball & Healthy Choice would benefit from an improvement in appearance – with a darker, outer color and a more natural shape.

- Then, after we enhanced our products, research was conducted to confirm the improvements with consumers.
  - The new Butterball & Healthy Choice Golden Oven Roasted Turkey Breasts were preferred over the current Oven Roasted ASE products.

- Finally, the new Golden Oven Roasted product was tested against Sara Lee and Dietz & Watson.
  - Again, consumers significantly preferred the Butterball & Healthy Choice Golden Oven Roasted products over the competition.

Details of First Research Study
Deli Turkey Breast Category Appraisal Study
Moskowitz Jacobs Inc.

Research Objectives

- Define the product attributes which are most desirable in an Oven Roasted Turkey Breast (appearance, flavor, texture, etc.)
- Generate a "report card" for ASE products in order to optimize the current Butterball & Healthy Choice Oven Roasted Turkey Breasts

Methodology

- Central Location Test (CLT) at Moskowitz Jacobs research testing facilities in New York, Atlanta & Chicago
- Tested ASE & competitive brands with approx. 100 deli poultry consumers (pre-screened to have eaten sliced-to-order deli poultry meat in the last three months)
  - Butterball, Healthy Choice, Boar's Head, Sara Lee, Dietz & Watson, Alpine Lace
- Respondents evaluated each turkey product, blind & unbranded -- visually & taste
- Respondents used a 100-point scale to answer the following types of questions:
  - Liking Attributes: How much he/she liked the product overall with 00=hate, 100=love
  - Sensory Attributes: Descriptive measures with 00=very little/none of an attribute, 100=a lot of an attribute

Details of First Research Study (cont'd)
Deli Turkey Breast Category Appraisal Study
Moskowitz Jacobs Inc.

Results

- Results from evaluation of sliced product
  - Current Healthy Choice & Butterball Oven Roasted products were well-liked as evidenced by high overall liking scores
  - Healthy Choice & Butterball scored above all key competitors tested

Overall Liking – Scale 00 to 100	
Healthy Choice OR	67
Butterball OR	66
Sara Lee Premium	63
Boar's Head Ovengold	54
Dietz & Watson Prem	51
Alpine Lace	43

- Results from evaluation of whole breast
  - Research indicated that two imagery attributes drive overall liking of appearance
    - Darker vs. lighter outer color
    - Natural-looking vs. processed shape
  - As the whole breast becomes darker in color & more natural in shape, liking of appearance increases
  - Both Butterball & Healthy Choice would benefit from an improved outer appearance with a move to a darker outer color and a more natural shape

Details of Second Research Study - 5/98
Oven Roasted Deli Turkey Product Test
Luhrs Marketing Research

Research Objective

- Determine consumer acceptance of the new Butterball & Healthy Choice Golden Oven Roasted products, overall and compared to the current (control) products

Methodology

- Central Location Test (CLT) at Luhrs research testing facilities in 10 geographically dispersed markets:
  - Chicago, Cleveland, Hartford, Indianapolis, Louisville, Miami, Philadelphia, San Antonio, San Francisco, Tampa
- Tested ASE product, new & current (control) with approx. 150 deli poultry consumers (pre-screened to have eaten sliced-to-order deli poultry meat in the last three months)
- The products were tested as follows:
  - Each evaluated monadically (individually) on a blind basis
  - Two of the products (in sliced form) were then evaluated side-by-side (blind)
  - All three evaluated products (chunk form - cut face exposed) were then evaluated side-by-side (blind)
- Respondents were asked to rate the product on a nine point scale across a series of attributes

Details of Second Research Study 5/98 (cont'd)
Oven Roasted Deli Turkey Product Test
Luhrs Marketing Research

Results

- The new Butterball & Healthy Choice Golden Oven Roasted Turkey Breasts were preferred over the current ASE products.
  - Appearance & color ratings for the new Golden OR were significantly higher than that of the control product

Overall Scores on a 9 point Scale

	Current	New Golden OR
Overall Rating	7.4	7.7 *
Overall Appearance	7.3	7.6 *
Overall Color	7.4	7.7 *
Overall Flavor	7.4	7.6 **
Overall Texture	7.2	7.5 **

*Statistically significant
**Not statistically different, but directionally higher

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Details of Third Research Study 9/98
Competitive Deli Breast Product Test
Luhrs Marketing Research

Research Objective

- Determine consumer preference of the new Butterball & Healthy Choice Golden Oven Roasted products vs. the competition

Methodology

- Central Location Test (CLT) at Luhrs research testing facilities in 5 geographically dispersed markets:
  - Chicago, Cleveland, Philadelphia, San Francisco, Tampa
- Tested new ASE product & competitive product Sara Lee OR and Dietz & Watson Gourmet OR, with 470 deli poultry consumers (pre-screened to have eaten sliced-to-order deli poultry meat in the last three months)
- The products were tested as follows:
  - Two pairs of product tasted & evaluated on a blind basis
  - Two pairs of product evaluated in chunk form as well

Results

- New Golden Oven Roasted was significantly preferred over Sara Lee and Dietz & Watson...
  - Overall
  - Outside appearance
  - Outside Color
  - Shape

	vs. Sara Lee	vs. D&W
Prefer Golden OR Overall	X	X
Prefer Golden OR Outside Appearance	X	X
Prefer Golden OR Outer Color	X	X
Prefer Golden OR Shape	X	X

Golden Oven Roasted Turkey Breast

COMPETITION SECTION OVERVIEW

What's Included?

This section will provide "data" about the products of our competitors. This information was collected from the bags of competitors' products. The objective of the section is to provide you with a summary of this information along with some observations about what our competitors are saying about their products. The competitors that have been included are:

Boar's Head
Dietz and Watson
Hormel
Jennie-O
Perdue
Sara Lee
Willow Brook Farms
Butterball
Healthy Choice
Peter Eckrich Deli

Specifically, for each competitor (and our own products) the following information has been provided:

1) Back Panel: Ingredient Statement Summary
   The ingredient information has been provided in chart format. It lists all ingredients across the top of the page and RANKS the order in which these ingredients have been listed on each competitor's bag. Please note that the ingredients on the right side of the chart are very similar to those on the left side - the difference is that for every product with a ranking on the right hand side of the chart, the product "Contains less than 2%" of that ingredient. This is an important observation as it begins to highlight which of our competitor's have the products with the most "non-turkey" ingredients added.

2) Back Panel: Nutrition Summary
   This chart lists all of the nutrition information for each competitor.

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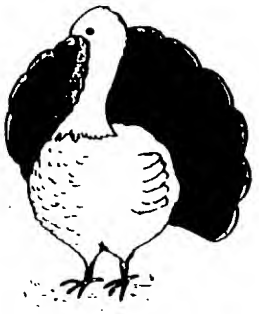

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Golden Oven Roasted Turkey Breast

COMPETITION SECTION OVERVIEW (CONT'D)

3) Front Panel: Product Claims Summary

This chart captures all of the information on the front of each bag. It attempts to capture the information by recording in order of prominence the phrases that stand out the most on each bag. Thus, the information in the column titled "Claim 1" has been judged to be one of the most prominent pieces of communication on the bag.

4) Observations Summary

This is a summary of some observations regarding all of the above data. It is intended to point out the similarities and differences amongst the products in relation to the data provided.

5) Bag Copies

Copies of the bags from the products that were used for the summary have been included. These are useful for making your own observations about the competitive products and having a first hand look at exactly what sku's were used for the summary.

Please note that the products that were chosen for this summary were, for the most part, random and the summary was not meant to be all inclusive. The list includes products that were brought into the Downer's Grove Product Development facility over the last few weeks for various reasons.

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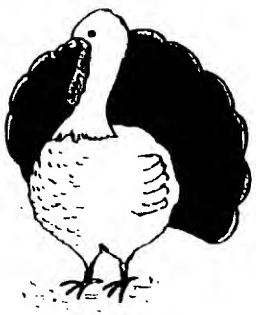

Golden Oven Roasted Turkey Breast

COMPETITION SECTION OVERVIEW (CONT'D)

Observations Summary

1) Ingredient Statement Summary

- Dietz & Watson's product is the only product to contain milk. What if consumers are lactose intolerant?
- The labeling on four brands …
  - Hormel
  - Perdue
  - Jennie-O
  - Willow Brook

  …… implies that the products are full of extra ingredients at ABOVE the "less than 2%" level .
- All three of the ASE products are amongst the Brands that offer the simplest ingredient list - the "purest" turkey products.

2) Nutrition Summary

With the exception of sodium, the ranges of nutritional values across all Brands and products are fairly similar: No one product stands out as nutritionally superior. All ASE products fit somewhere in the middle of each of the ranges.

- All products:
  - deliver **50 to 60 calories** per serving
  - deliver **0g** (Willow Brook Premier) **to 2 g** (Willow Brook Deluxe) of **fat** per serving
  - deliver **20 mg** (Dietz & Watson, Sara Lee Premium) to **35 mg** (Boar's Head) of **cholesterol**
  - deliver 3 g (Sara Lee Mesquite) to 13 g (Jennie-O Grand Champion) of **protein**

- There is a +58% difference between the highest and lowest amounts of **sodium** per serving:
  - Lowest: Boar's Head 360 mg, HEALTHY CHOICE 390 mg
  - Highest: Hormel Mesquite 570 mg, Willow Brook Deluxe 560 mg

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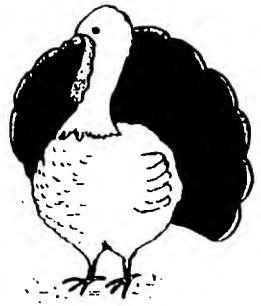

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Golden Oven Roasted Turkey Breast

COMPETITION SECTION OVERVIEW (CONT'D)

Observations Summary Cont'd

3) Product Claims Summary

Note that are transition from Fat Free to 98% Fat Free for the Golden Oven Roasted variety allows us to be MORE competitive relative to the products being sold in the marketplace.

- All Brands use the word "roasted" on their bags
- About one-half of the Brands utilize some form of a descriptor to announce their quality tier:
  - Premium: Sara Lee, Healthy Choice
  - Premier: Willow Brook Premier
  - Deluxe: Willow Brook Deluxe
  - Grand Champion: Jennie-O
  - Gourmet: Dietz & Watson
  - None: Butterball, Eckrich, Hormel, Perdue and Boar's Head
- In regards to fat:
  - Most Brands say 96% - 99% fat free
  - Only Willow Brook Premier is Fat Free
  - Two products do not burst their fat content on the front of their bag: Boar's Head (which does say Low Fat) and Perdue
- Three Brands have unusual (although not necessarily useful) claims:
  - Boar's Head: 25% Lower Sodium, 25% Less Sodium than leading National Brands
    - This is not true as Healthy Choice has similar sodium levels as Boar's Head and its national distribution is more than Boar's Head qualifying it as a "leading national brand"
  - Dietz & Watson: "Prepared from Selected Fresh Turkeys, Farm Raised on Wholesome Food and Country Pure [illegible]er"
  - Jennie-O: Premium Slicing

Back Panel: Ingredier _ Statement Summary

Competitive Product	Coating	Turkey Breast	Water	Turkey Broth	Salt	Sugar	Sodium Phosphate	Dextrose	Flavoring	Vegetable Oil	Non-Fat Dry Milk	Carrageenan	Honey	Sodium Erythorbate	White Turkey	Modified Food Starch	Browned in Vegetable Oil	Sodium Nitrite	Contains less then 2%										
																			Salt	Sugar	Sodium Phosphate	Dextrose	Potassium Chloride	Browned in Canola Oil	Ascorbic Acid	Citric Acid	Sodium Nitrite	Modified Food Starch	Carrageenan	Flavoring	Potassium Phosphates
Boar's Head Ovengold Roast Breast of Turkey (278)	Y	1	2																(1.5%) 3	4	5	6								
Dietz & Watson Homestyle Breast of Turkey	N	1	2								3								(1.5%) 4	5	6		7	8						
Hormel Mesquite Smoked Turkey Breast w/ Broth (16242/29740 03)	N	1		2	3	4	5							6				7												
Jennie O Grand Champion Tender Browned Roasted Turkey Breast with Broth (8689)	N	1		2	3	4	5		6	7																				
Jennie-O Tender Browned Turkey Breast With Broth Browned In Vegetable Oil (8502)	N	1		2	3	4	5		6	7																				
Perdue Hickory Smoked Turkey Breast Carving	N	1	2		3		5	4				6		7				8												
Sara Lee Premium Oven Roasted Breast of Turkey (16324/16423)	N	1		2															3	4	5									
Sara Lee Premium Honey Roasted Breast of Turkey Hardwood Smoked (16326/16325)	N	1	2										3						4	5	6				7	8	9			
Sara Lee Premium Mesquite Smoked Breast of Turkey (16307/16310)	N	1	2																3	4	5				6	7	8			
Willow Brook Farms Premier Naturally Roasted Breast of Turkey Caramel browned with Broth (50076/50077)	N	1		2	3		6	4				5							3											
Willow Brook Farms Deluxe Golden Brown Breast of Turkey and White Turkey with Broth (50306/50307)	N	1		2	6		8	5				7			3	4	9													
Healthy Choice Golden Oven Roasted Turkey Breast (50100 17775)	N	1		2															7		8	4							3	5	6
Butterball Golden Oven Roasted Turkey Breast (45300 27312)	N	1		2															5		6	3						4			
Peter Eckrich Deli Skinless Golden Oven Roasted Turkey Breast (46600 05682)	N	1		2															5		6	3						4			

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Back Panel: Nu ..tion Summary

Competitive Product	Calories	Calories From Fat	Total Fat	Saturated Fat	Monounsatureated Fat	Cholesterol	Sodium	Total Carbohydrate	Sugars	Protein	Vitamin C	Iron
Boar's Head Ovengold Roast Breast of Turkey (278)	60	15	1.5g /2%	0g/0%	.5g	35mg/ 12%	360mg/ 15%	1g/0%		12g/ 24%		2%
Dietz & Watson Homestyle Breast of Turkey	60	10	1g/ 2%	0.5g /2%		20mg/ 7%	430mg/ 18%	1g/0%	1g	11g		2%
Hormel Mesquite Smoked Turkey Breast w/ Broth (16242/29740-03)	50	5	.5g /1%			25mg/ 8%	570mg /24%	1g/0%	1g	11g		
Jennie O Grand Champion Tender Browned Roasted Turkey Breast with Broth (8689)	60	5	.5g /1%	0g/0%		25mg /8%	500 mg /26%	1g/0%		13g	2%	2%
Jennie-O Tender Browned Turkey Breast With Broth Browned In Vegetable Oil (product no.8502	50	10	1g/1%	0g/0%		25mg / 8%	430mg/ 18%	0g/0%		11g		
Perdue Hickory Smoked Turkey Breast Carving	60	15	1.5g/ 2%	0.5g/ 3%		25mg/ 8%	490mg /20%	1g/0%		10g/ 20%		4%
Sara Lee Premium Oven Roasted Breast of Turkey (16324/16423)	60	15	1.5g /2%	0.5g /3%		25mg /8%	480mg /20%	0g /0%		12g	2%	6%
Sara Lee Premium Honey Roasted Breast of Turkey Hardwood Smoked (16326/16325)	60	0	0g/0%	0g/0%		20mg/ 7%	550mg/ 23%	2g/1%	1g	12g	15%	6%
Sara Lee Premium Mesquite Smoked Breast of Turkey (16307/16310)	60	5	1g/1%	0g/0%		20mg/ 7%	550mg / 23%	0g/0%		3g		6%
Willow Brook Farms Premier Naturally Roasted Breast of Turkey Caramel browned with Broth (50076/50077)	60	0	0g/0%	0g/0%		25mg/8 %	400mg /17%	1g /0%	1g	8g		2%
Willow Brook Farms Deluxe Golden Brown Breast of Turkey and White Turkey with Broth (50306/50307)	55	18	2g /3%	0g/0%		24mg/ 9%	560mg /24%	2g/1%	1g	8g		
Healthy Choice Golden Oven Roasted Turkey Breast (50100-17775)	60	10	1g/2%	0.5g/ 3%		25mg/8 %	390mg/ 16%	1g/0%	1g	10g/ 20%	0	0
Butterball Golden Oven Roasted Turkey Breast (45300-27312)	60	15	1g/2%	0.5g/ 3%		25mg/ 8%	430mg/ 18%	2g/1%	1g	10g /20%	0	0
Peter Eckrich Deli Skinless Golden Oven Roasted Turkey Breast (46600-05682)	60	10	1g/2%	0.5g/ 3%		25mg/ 8%	430mg/ 18%	2g/1%	1g	10g/ 20%	0	0

Front Panel: Product Cla ıs Summary

Competitive Product	Fat Free %	Claim 1	Claim 2	Claim 3	Claim 4	Claim 5	Claim 6	Claim 7	Claim 8
Boar's Head Ovengold Roast Breast of Turkey (278)		25% Lower Sodium 25% Less Sodium than Leading National Brands	High in Protein	Roasted Not Fried	Low Fat	Ovengold Roast	Breast of Turkey	Coated with Seasonings	Preservative Free
Dietz & Watson Homestyle Breast of Turkey	98%	Sticker - "Prepared from Selected Fresh Turkeys. Farm Raised on Wholesome Food and Country Pure Water	Gourmet Oven Roasted	Classic	Homestyle	Breast of Turkey	Hand Trimmed	No MSG Added/No Preservatives	
Hormel Mesquite Smoked Turkey Breast w/ Broth (16242/29740-03)	99%	Skinless	Turkey Breast	with Broth	Oven Roasted/Boneless				
Jennie O Grand Champion Tender Browned Roasted Turkey Breast with Broth (8689)	99%	Grand Champion	Tender Browned	Roasted Turkey Breast	With Broth Browned in Vegetable Oil	Premium Slicing	Skinless/Boneless /Fully Cooked		
Jennie-O Tender Browned Turkey Breast With Broth Browned In Vegetable Oil (8502)	98%	Grand Champion	Tender Browned	Turkey Breast	With Broth Browned in Vegetable Oil	Premium Slicing	Boneless/ Fully Cooked		
Perdue Hickory Smoked Turkey Breast Carving		Hickory Smoked/Boneless	Turkey Breast	Carving					
Sara Lee Premium Oven Roasted Breast of Turkey (16324/16423)	97%	Premium	Oven Roasted	Breast of Turkey	Keep Refrigerated				
Sara Lee Premium Honey Roasted Breast of Turkey Hardwood Smoked (16326/16325)	99%	Premium	Honey Roasted	Breast of Turkey	Hardwood Smoked	Made with Natural Honey	Keep Refrigerated		
Sara Lee Premium Mesquite Smoked Breast of Turkey (16307/16310)	99%	Premium	Mesquite Smoked	Breast of Turkey	Skinless	Keep Refrigerated			
Willow Brook Farms Premier Naturally Roasted Breast of Turkey Caramel browned with Broth (50076/50077)	Fat Free	Premier	Naturally Roasted	Breast of Turkey	Carmel Browned with Broth	No Skin Covering/Oven Roasted/Boneless	Keep Refrigerated or Frozen		
Willow Brook Farms Deluxe Golden Brown Breast of Turkey and White Turkey with Broth (50306/50307)	96%	Deluxe	Golden Brown	Breast of Turkey	and White Turkey with Broth	No Skin Covering/Oven Roasted/Boneless	Keep Refrigerated or Frozen		
Healthy Choice Golden Oven Roasted Turkey Breast (50100-17775)	98%	Burst "Now Golden Browned - Same Great Taste!"	Golden Oven Roasted	Turkey Breast	Browned with Carmel Color	Skinless/Fully Cooked/Keep Refrigerated	Deli Premium Quality		
Butterball Golden Oven Roasted Turkey Breast (45300 27312)	98%	Burst- "Now Golden Browned - Same Great Taste!"	Golden Oven Roasted	Turkey Breast	With Broth	Browned with Carmel Color	Boneless/ Fully Cooked/Keep Refrigerated		
Peter Eckrich Deli Skinless Golden Oven Roasted Turkey Breast (46600 05682)	98%	Banner "Now Golden Browned - Same Great Taste!"	Skinless	Golden Oven Roasted	Browned with Carmel Color	Fully Cooked/Boneless with Broth	Keep Refrigerated		

PTO-002785

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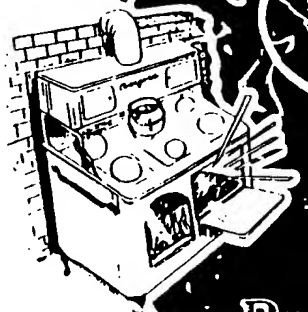
ROASTED NOT FRIED

LOW FAT

BRUNCKHORST'S

Boar's Head Brand



INSPECTED U.S.

PRESERVATIVE FREE

Ovengold Roast Breast of Turkey

COATED WITH SEASONINGS

TURKEY, NOT TECHNOLOGY

BRUNCKHORST'S

Boar's Head Brand

25% LOWER SODIUM

LOW IN SATURATED FAT

Ovengold Roast Breast of Turkey

Nutrition Facts

Serving Size 2 oz (56 g)
Servings Per Container Varied

Amount Per Serving		
Calories 60	Calories from Fat 15	
		% Daily Value*
Total Fat 1.5g		2%
Saturated Fat 0g		0%
Polyunsaturated Fat 0g		
Monounsaturated Fat .5g		
Cholesterol 35mg		12%
Sodium 300mg		13%
Total Carbohydrate 1g		0%
Protein 12g		24%

Iron 2%

Not a significant source of Dietary Fiber Sugars Vitamin A Vitamin C and Calcium

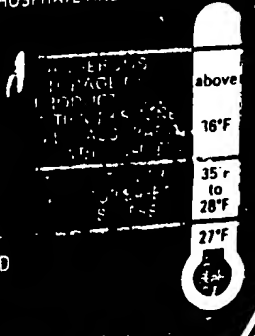
*Percent Daily Values are based on a 2,000 calorie diet

COATED WITH: DEXTROSE, SALT, HONEY, PAPRIKA, SPICES, ONION, NATURAL FLAVOR, FLAVORING, EXTRACTIVES OF PAPRIKA AND TURMERIC.

INGREDIENTS: TURKEY BREAST, WATER, CONTAINS LESS THAN ONE AND ONE HALF PERCENT OF SALT, SUGAR, SODIUM PHOSPHATE AND DEXTROSE.

PRODUCT HANDLING

- AVOID TEMPERATURE DANGER ZONE TO MINIMIZE RISK OF PRODUCT SPOILAGE
- STORE IN 30°F COOLER
- DO NOT HOLD AT ROOM TEMPERATURE
- AFTER OPENING PRODUCT SHOULD BE OVERWRAPPED WITH PLASTIC FILM AND REFRIGERATED BETWEEN USES



TURKEY, NOT TECHNOLOGY.

DISTRIBUTED BY: BRUNCKHORST CO., NY, NY 11206-3986

PTO-002786

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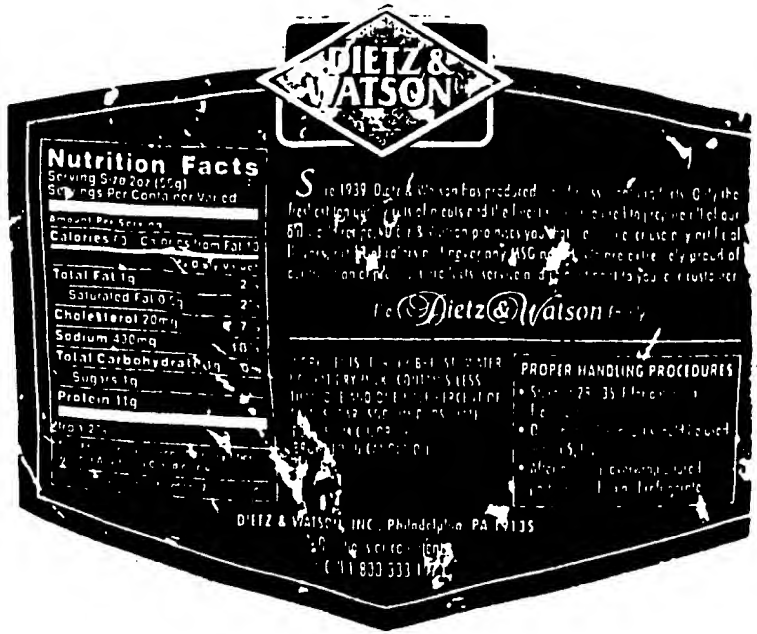
Dietz & Watson



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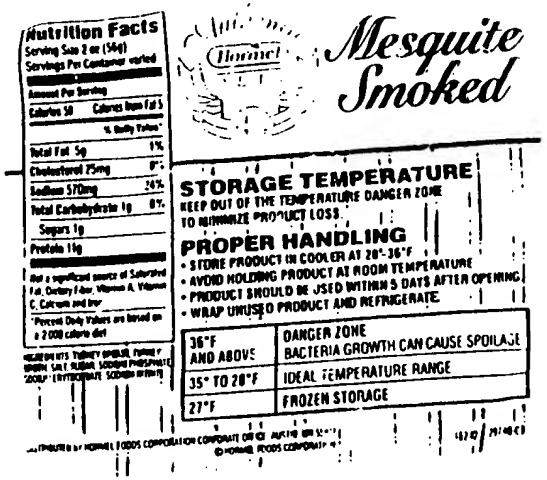

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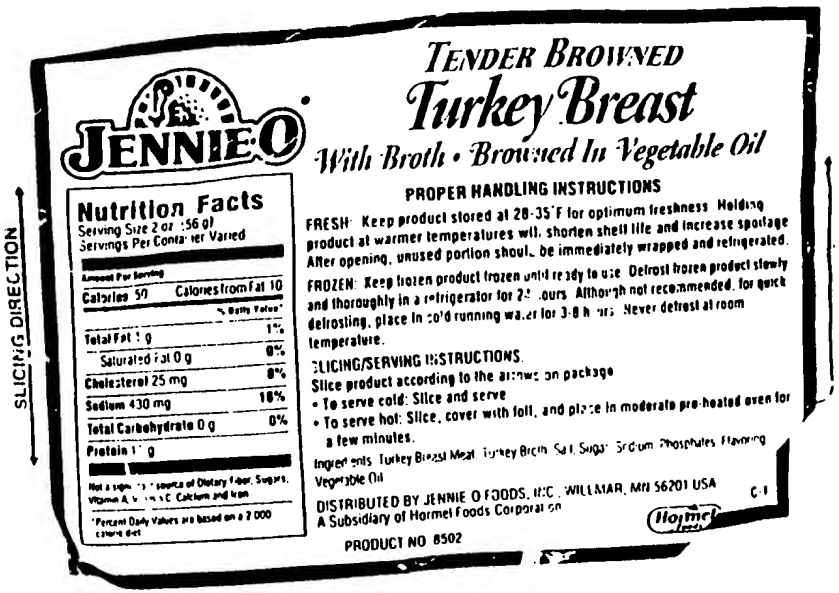

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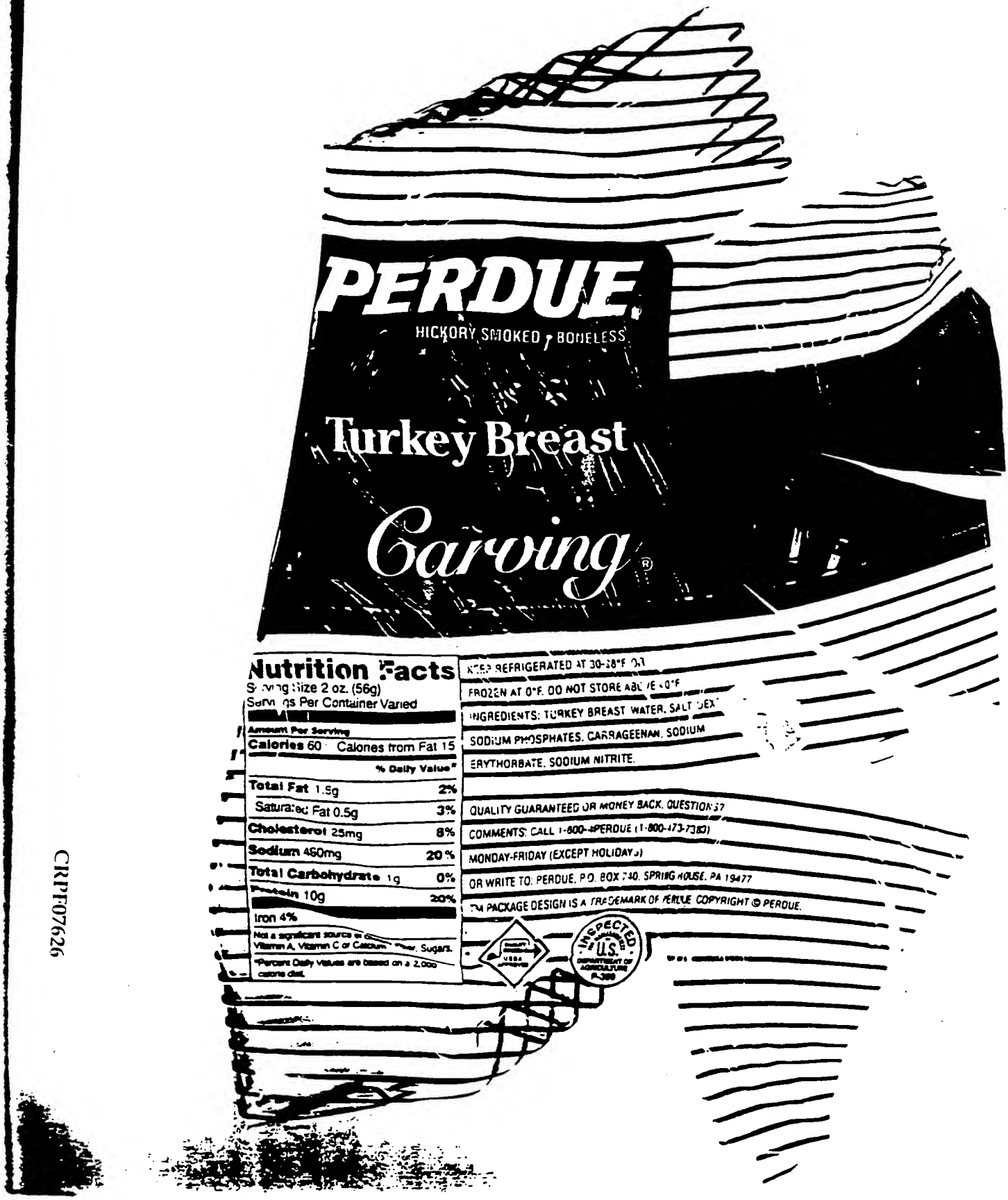

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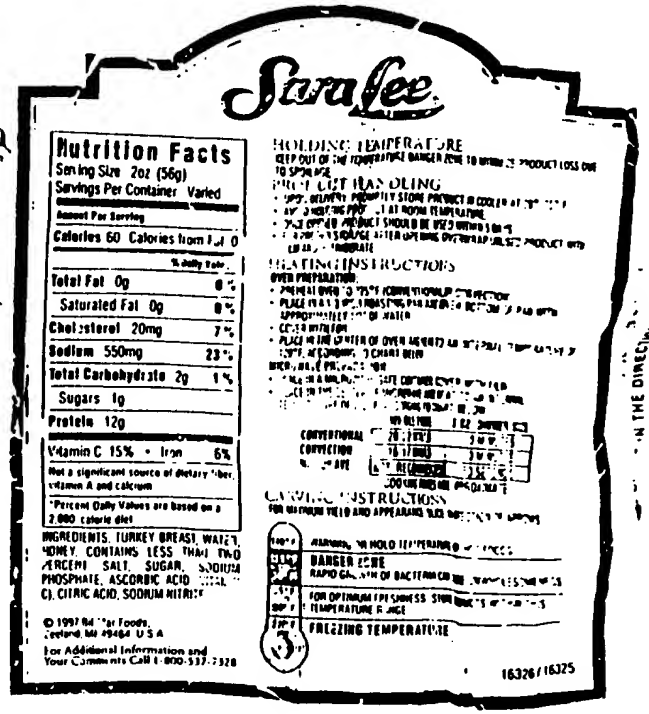

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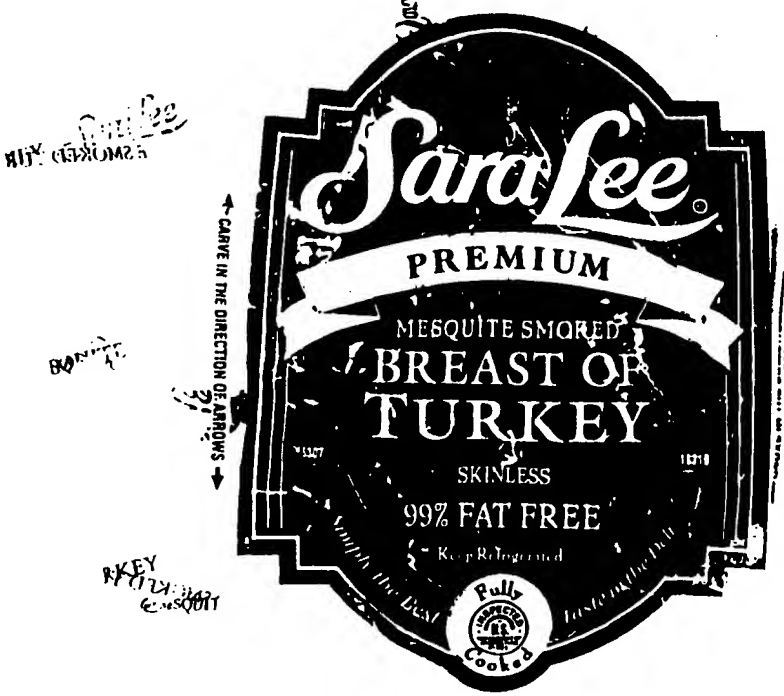

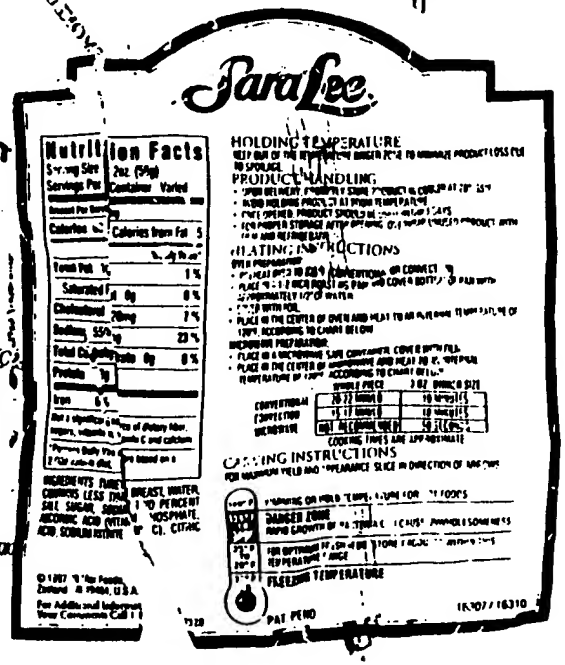

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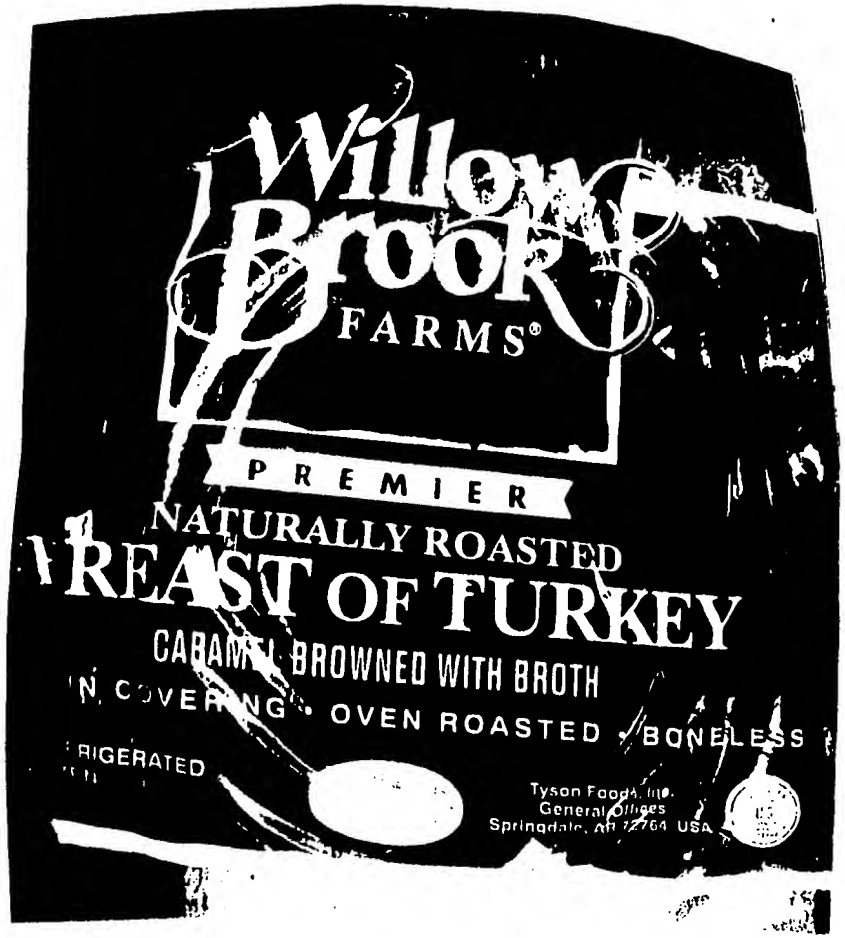

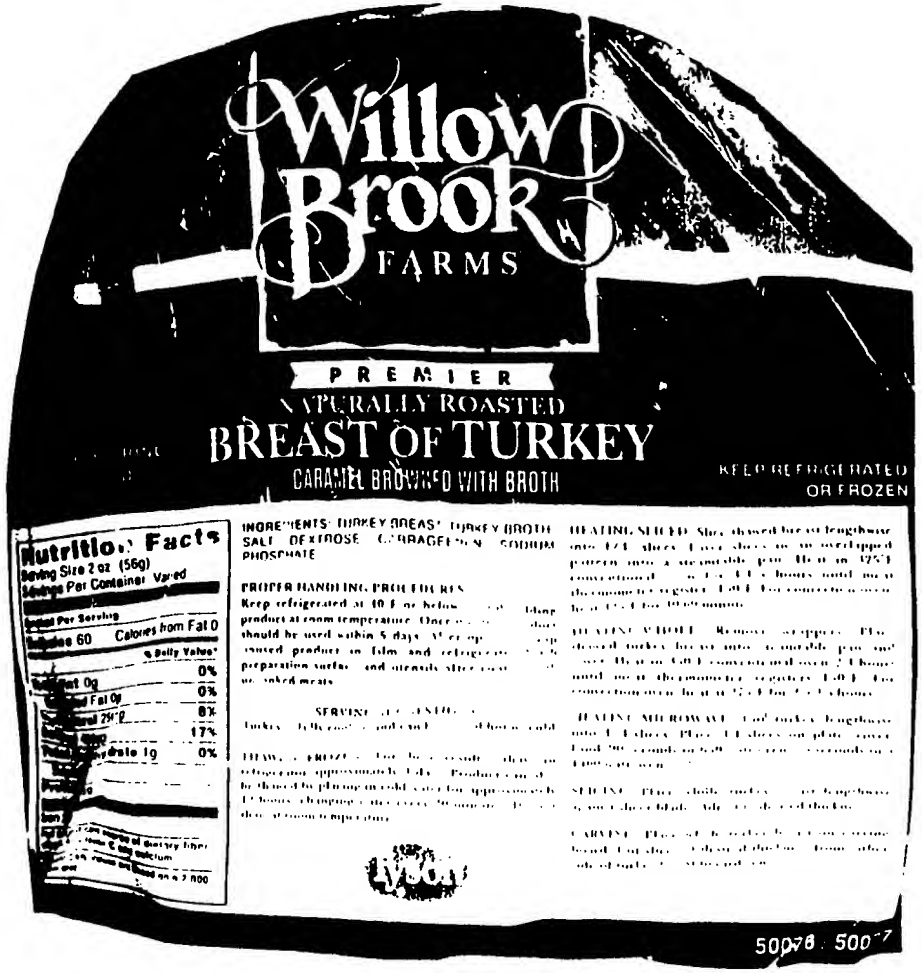

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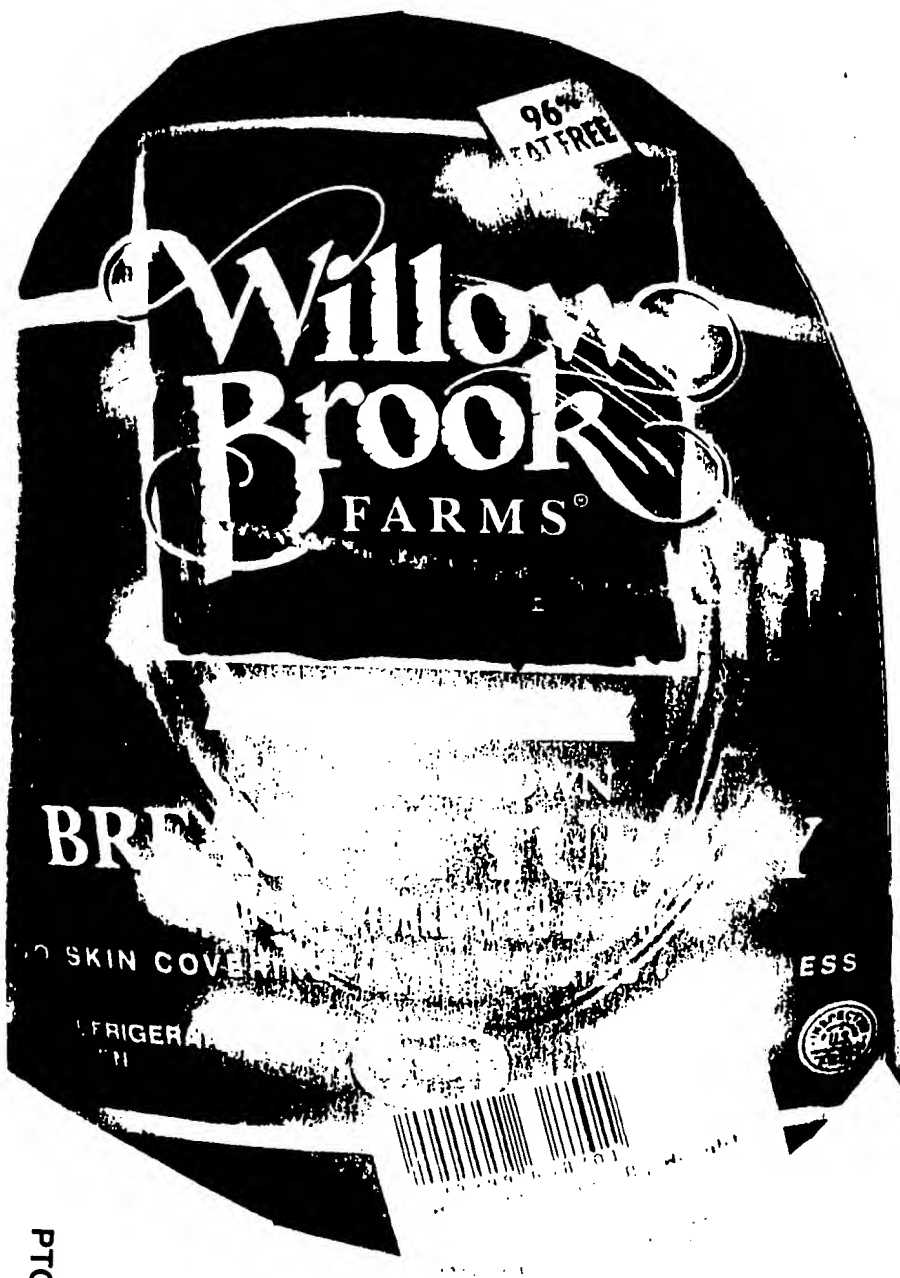

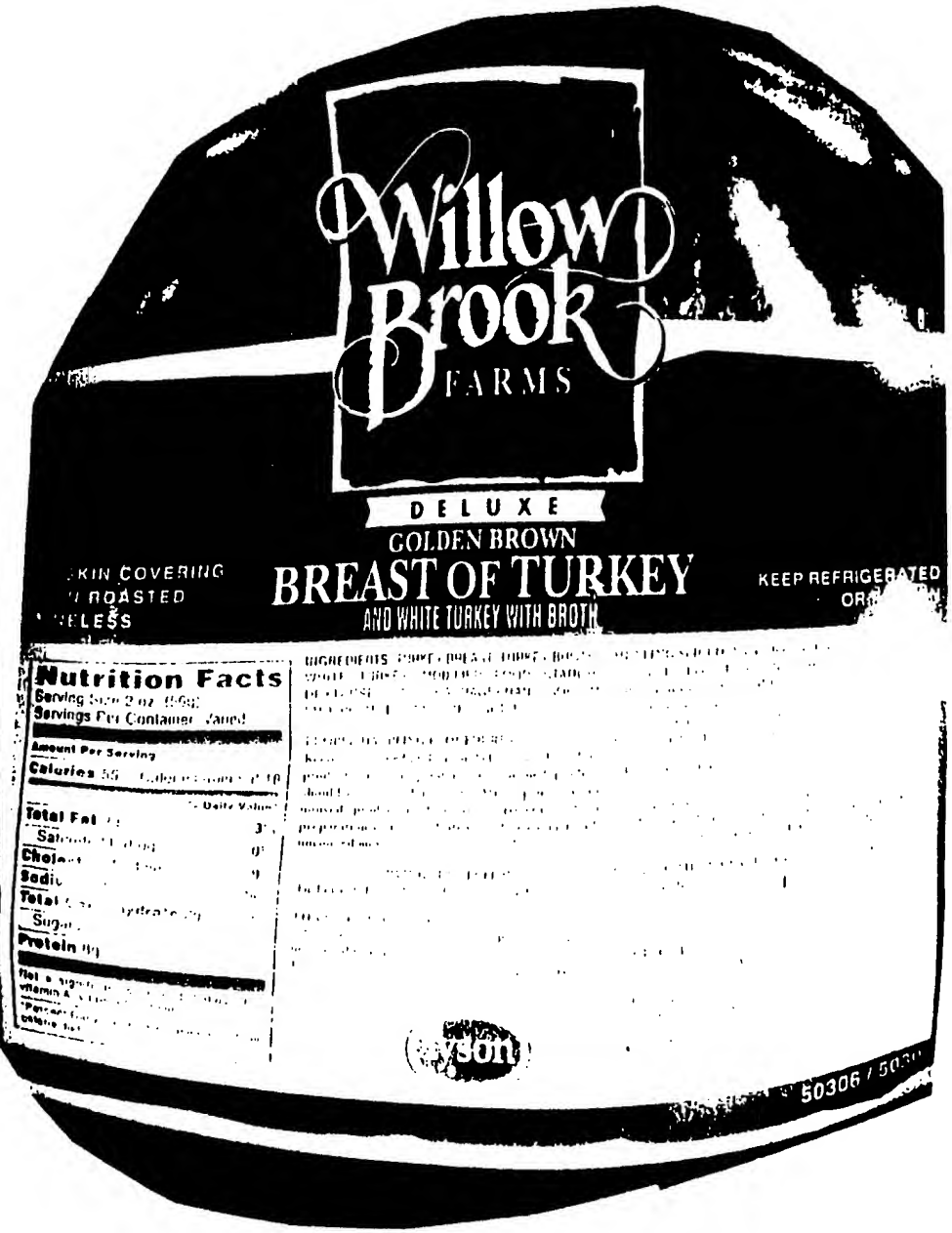

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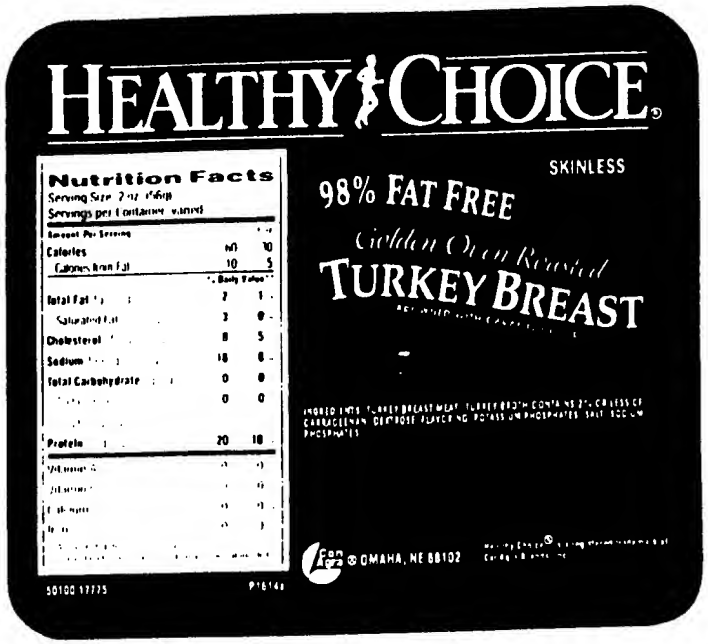

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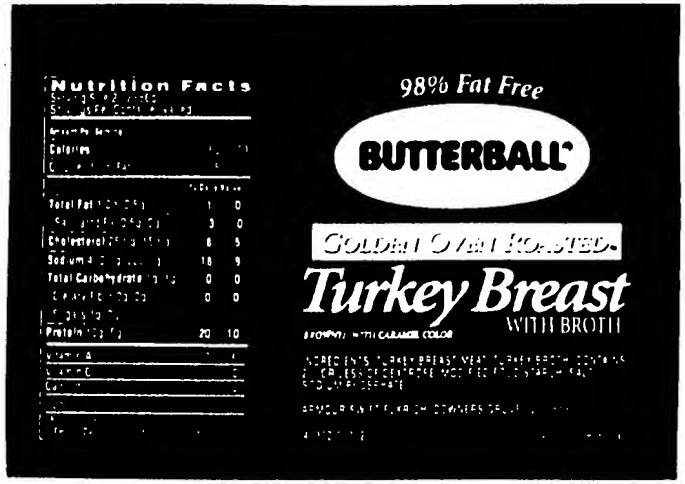

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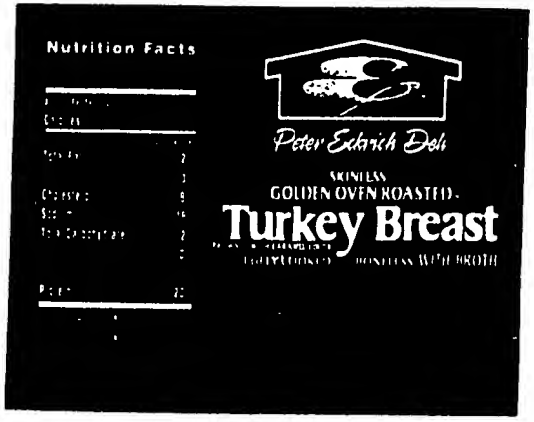


PTO-002799

CRPF07634

Golden Oven Roasted Turkey Breast

TRADE TEASER SECTION OVERVIEW

What is it?

The objective of the mailing to generate some curiosity amongst our current (and potential new) Buyers of the Butterball and Healthy Choice Deli product lines with the "news" we will be introducing on these brands. This three part direct mail piece is called a "teaser" mailing because, as you'll read below, with each mailing the Buyer learns a little bit more about our new product news; the "news" is introduced slowly over each of the three mailings.

Our goal is to provide an innovative, interesting means of reaching out to your Buyers prior to the most important meeting - when you unveil the actual product and promotional support.

What brands are represented?

Both Butterball and Healthy Choice brands will be represented in all three of the mailings. There will not be separate brand mailings.

Theme of the mailings

All three mailings focus on the new "golden" color of the product and the name change to Golden Oven Roasted Turkey Breast. An old prospector visual is featured on each mailer and he communicates some aspect of searching for gold and the rewards associated with discovering our new Golden Oven Roasted Turkey Breast. See the one page color illustration of the mailings in this section.

CRPF07635

Golden Oven Roasted Turkey Breast

TRADE TEASER SECTION OVERVIEW (C0NT'D)

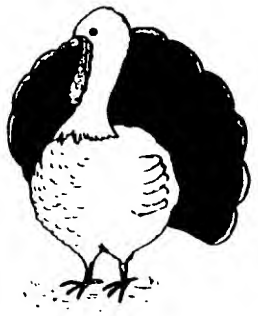
Description of each Mailing

Mailing #1

- Arrives in a black box with the old prospector on the top with the teaser message: "We're going for GOLD... Your Share is HERE!"
- The old prospector is also featured on the inside lid of the box with the message: "The Rush is on! Share our good fortune!"
- The gift inside the box is a gold frame with a certificate indicating that the Buyer now owns "2" shares in the Great Golden Turkey Mining Company. Each certificate will be personalized with the Buyer's name (see enclosed photocopy of the certificate).
- At this point the Buyer will only know that the box came from ASE. He/she will not know anything else about the new improved product or even what Brand the "news" is about.

Mailing #2

- Arrives in a similar black box as the first mailing with the old prospector on top with the teaser message: "We've Struck Gold! Here's a little change for you."
- On the inside lid is the old prospector saying: "This is only a taste of the good things to come from your share of the gold, the Mother Load will arrive next week."
- Nestled in the bottom of the box is a leather pouch filled with gold coins imprinted with the Healthy Choice Butterball and ASE Deli logos. The coins are chocolate wrapped in gold foil.
    - Now the Buyer knows a little bit more about our news - we've revealed the Brand names.



CRPF07636

PTO-002801

Golden Oven Roasted Turkey Breast

TRADE TEASER SECTION OVERVIEW (C0NT'D)

Mailing #3

- A black box with the old prospector saying: "The Gold's Inside! Can You Find It?" arrives the third week.
- Inside is the old prospector inviting the Buyer to "Pan for Gold and Win!".
- In the bottom of the box is a gold pan with a clear sealed top showing sand with flecks of gold. When the Buyer shakes the pan, as in panning for gold, the sand moves around and reveals a message at the bottom of the pan:

  "YAHOO! You've just struck gold! Introducing Golden Oven Roasted Turkey Breast from Butterball and Healthy Choice.....To cash in on this Golden Opportunity Please call 1-800-426-0000 CLAIM #000

- Each Buyer will have their own individual Claim number.
- When the Buyer calls the 800 number they will hear a message from the old prospector (see the complete 800 number script in this section). They will be asked at the beginning of the message to punch in their claim number and at the end they will be told they just struck gold and will be receiving a gold Cross pen in the mail.
- Included with each Cross pen will be a letter from Rick Goodman.
- Most importantly, included in the box is a sell sheet in the form of an old newspaper describing to the Buyer the changes being made to the Oven Roasted Breast and why he/she will soon strike gold in his/her deli case (see copy of sell sheet in this section). The sell sheet also provides a tear sheet for the Buyer to fill out his name and account. A fax and phone number for Rick Goodman has then been provided for the Buyer to contact us for additional information.

CRPF07637

PTO-002802

Golden Oven Roasted Turkey Breast

TRADE TEASER SECTION OVERVIEW (C0NT'D)

Which Buyers are receiving the mailings?

The Buyer list was supplied by the Regional Deli Managers. It includes both Buyers who are currently carrying Butterball and/or Healthy Choice and potential new Buyers. See complete list in this section.

How will I know if my Buyer called the 800 number?

As indicated under Mailing #3, the Buyer will be asked to punch in his 3-digit Claim Number in order win. When this number is punched in it will automatically become part of a print-out that will record each Buyer who responds. We will be receiving this report every two days (after the first Buyer calls the 800 number). We will fax this information to your Regional Deli Manager so they can notify you when your Buyers have participated.

Can new names be added?

The idea behind the direct mail piece was for it to "tease" the Buyer before you had a chance to show him/her what the new product looks like. So, we produced only enough mailings for the list of Buyers supplied, there are none left in inventory. At this point, the success of the new product introduction is all up to you!

Dates each mailer will be sent:

Mailer #1	10/6
Mailer #2	10/13
Mailer #3	10/20

Note: All mailings will be shipped UPS from Chicago on the above dates.

CRPF07638

PTO-002803

Golden Oven Roasted Turkey Breast Buyer mailing

MAILING #1

MAILING #2

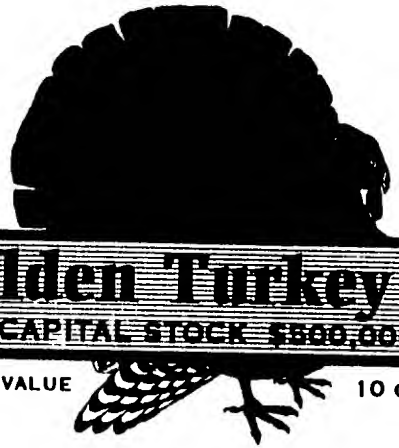
MAILING #3

PTO-002804

CRPF07639

No. 6740

2 Shares



Great Golden Turkey Mining Co.

CAPITAL STOCK $500,000.00

FULL PAID PAR VALUE 10 CENTS NON-NEGOTIABLE

This Certifies that Joe Meat Buyer is the owner of Two Shares of the Capital Stock of

Great Golden Turkey Mining Co.

transferable only on the books of this Corporation in person or by Attorney upon surrender of this Certificate properly endorsed.

In Witness Whereof, the said Corporation has caused this Certificate to be signed by its duly authorized officers and its Corporate Seal to be hereunto affixed this 10th day of September A.D. 1998

CRPF07640

Thom T. Turkey
VICE-PRESIDENT

Gary G. Gobbler
PRESIDENT

PTO-002805

Golden Oven Roasted Trade Mailing 800 Line Message

HEY THERE PARDNER!
GLAD YOU JOINED THE ASE GOLD RUSH
NOW, JUST PUNCH IN YOUR THREE DIGIT CLAIM NUMBER
PRINTED RIGHT THERE
ON THE BOTTOM OF THAT
MINING PAN WE SENT YA...
AND YOU'LL FIND OUT LICKITY SPLIT WHAT YOU'VE WON!

(There will be a 5 second pause for the buyer to enter number)

NOW BEFORE I TELL YOU HOW MUCH
GOLD YOU'VE WON...
I'VE GOT ALITTLE YARN TO SPIN!
I RECKON A SMART CITY SLICKER LIKE YOU KNOWS
YOU CAN MINE A LOT OF GOLD FROM
YOUR DELI DEPARTMENT WITH POULTRY.
'CAUSE THE POULTRY SEGMENT IS GROWING
TWICE AS FAST AS TOTAL DELI MEATS,
AND OVEN ROASTED TURKEY BREAST,
'SPECIALLY BRAND LEADERS LIKE
BUTTERBALL AND HEALTHY CHOICE
ARE AMONG THE TOP SELLERS IN THE DELI.
SORT OF LIKE NUGGETS OF PURE GOLD...
RIGHT THERE IN YOUR DELI CASE.

WE ALL KNOW BUTTERBALL AND HEALTHY CHOICE
ARE BRAND LEADERS
'AND THEY'RE ALWAYS DOING SOMETHING NEW
AND DAG NABIT...
THEY'VE DONE IT AGAIN!
THEY WENT OUT AND TALKED TO
ALL KINDS OF UPSTANDIN' CITIZENS
YOU KNOW SCHOOL MARMS AND SUCH,
AND FOUND OUT
A NATURAL SHAPE
AND A GOLDEN BROWN COLOR
WOULD BE MORE APPEALING TO THESE FINE PEOPLE.

Golden Oven Roasted Trade Mailing 800 Line Message (Cont'd)

WOULD REMIND THEM MORE
OF A HOME ROASTED TURKEY.
SO WHAT DO YOU THINK BUTTERBALL
AND HEALTHY CHOICE DID?
YOU GUESSED IT YOU OLE' SIDEWINDER!
THEY TOOK BUTTERBALL AND HEALTHY CHOICE
TURKEY BREASTS AND....
CHANGED THEIR COLOR TO GOLDEN BROWN
CHANGD THEIR SHAPE TO LOOK MORE NATURAL
AND EVEN CHANGED THEIR NAMES TO
GOLDEN OVEN ROASTED...
GOL' DERN I'M WORKIN' UP A MIGHTY HUNGER
JUST TALKIN' ABOUT IT.

NOW SOMEONE WITH YOUR
ED-EE-CATION AND BUSINESS SMARTS
KNOWS THAT YOU BETTER HAVE PLENTY OF THE NEW
BUTTERBALL AND HEALTHY CHOICE TURKEY BREAST
STOCKED UP IN YOUR DELI...
'CAUSE WHEN YOU CONSUMERS
CATCH WIND OF THIS...(AND ASE WILL MAKE SURE THEY DO)
THERE'S GONNA BE A STAMPEDE
TO YOUR DELI DEPARTMENT.
THE LIKES OF WHICH AIN'T BEEN
SEEN SINCE THE CALIFORNIA GOLD RUSH.

SO CONTACT YOUR ASE REP TODAY.
MAKE SURE YOU GET YOUR BUTTERBALL AND
HEALTHY CHOICE TURKEY BREAST PROVISIONS IN FAST
AND FIND OUT ABOUT THE
MIGHTY POWERFUL PROMOTIONS ASE HAS IN STORE

WELL, THAT'S ALL THERE IS TO TELL FOR NOW...
'CEPT, OF COURSE,
WHAT'S <u>YOUR SHARE OF THE GOLD</u>

(SFX OF MINER REACHING IN BAG OF GOLD COINTS, ETC.)

Golden Oven Roasted Trade Mailing 800 Line Message (Cont'd)

YOU LUCKY GALOOT!
YOU'VE STRUCK THE MOTHERLODE!
YOU JUST WON A GOLD CROSS PEN.
WE'LL BE DELIVERIN' IT TO YOU BY PONY EXPRESS
OR ONE OF THOSE NEW FANGLED PACKAGE
DELIVERY COMPANIES
SOMETIME IN THE NEXT 2-3 WEEKS.
NOW THERE'S SOMETHIN' YOU CAN
WRITE HOME ABOUT!
(I WOULD WRITE HOME IF I HAD LEARNT HOW TO WRITE)
HEH, HEH, HEH

THANKS FOR CALLIN' IN
IF YOU HAVE ANY QUESTIONS PLEASE CONTACT
YOUR ASE SALES REPRESENTATIVE FOR MORE INFORMATION.

10/1/98

THE

Golden Gazette

FIRST EDITION | A WILD WEST PUBLICATION | HEADLINE NEWS

BUTTERBALL™ & HEALTHY CHOICE™ HAVE STRUCK GOLD

Introducing Golden Oven Roasted Turkey Breast

Shoppers will soon be stampeding to the deli case because BUTTERBALL and HEALTHY CHOICE are enhancing their top-selling Oven Roasted Turkey Breasts. ASE asked deli consumers to describe **THE MOST APPEALING, MOST DELICIOUS, MOST MOUTH-WATERING** Turkey breast on the range. And, what they said is that the Golden Oven Roasted Turkey Breasts from BUTTERBALL and HEALTHY CHOICE were **PERRR-FECT!**

The new Golden Oven Roasted turkey breast are roasted in the oven to look just like a home roasted turkey - golden brown! This new eye appealing color, coupled with a new, improved, more natural turkey breast shape **AND THAT SAME GREAT MOUTH WATERING TASTE,** will be driving BUTTERBALL and HEALTHY CHOICE Turkey Breast sales sky high. Retailers are staking their claims and stocking up on Golden Oven Roasted Turkey Breast. There's going to be a "gold rush" in the deli.

Prospector Proclaims:

"POULTRY LIKE GOLD IN THE DELI CASE"

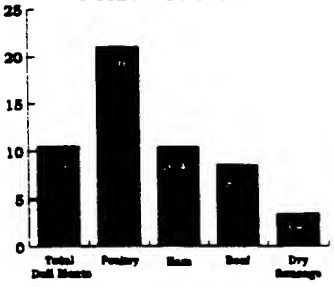
Turkey Sales Outpace All Other Deli Meats

Poultry is the trail boss when it comes to driving deli meat sales. Between 1993 & 1997, poultry grew more than twice as fast as total deli meats and other meat segments

Oven Roasted Turkey Breasts account for the majority of poultry sales and have consistently driven the majority of poultry pound growth.

And specialty turkey breast flavors, like honey and peppered are gaining in popularity. Flavor varieties now account for almost 1/3 of total poultry sales. The folks at BUTTERBALL and HEALTHY CHOICE provide a full line of poultry varieties that make their customers want a second helping. Hmmm that's good eating!!

% CHANGES 1993-97



(Source: Deli Scan 1997)

WANTED

MORE INFORMATION ABOUT THE NEW BUTTERBALL AND HEALTHY CHOICE GOLDEN OVEN ROASTED TURKEY BREAST

CONTACT ME, I WANT TO LEARN MORE ABOUT THE NEW BUTTERBALL AND HEALTHY CHOICE TURKEY BREASTS AND THE PROMOTION PROGRAM

NAME: _____

STORE: _____

PHONE: _____

PLEASE CALL RICK GOODMAN, VP OF SALES AT ASE 630-512-1715 OR FAX ASE AT 630-512-1133

Bucket List

Golden Oven Roasted Turkey Breast

SELLING TOOLS SECTION OVERVIEW

What's Included?

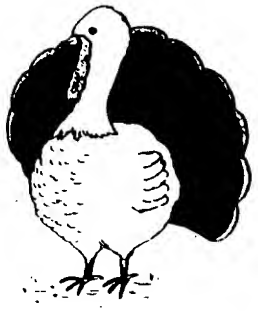
1) **Examples of Sell Sheets**
   - Introducing Golden Oven Roasted Turkey Sell Sheet
   - Butterball Sell Sheet
   - Healthy Choice Poultry Sell Sheet
   - Eckrich Poultry Sell Sheet

Note: Initial quantities of these sell sheets were shipped to you with your Golden OR fact book. Additional quantities can be ordered with your POS order form (also sent to you).

2) **Golden Oven Roasted Product Samples**
   - Sample Ordering Information
   - Sample Order Form

Sent

Note: Refer to tab: Consumer Promotion for samples of poultry static clings.



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PTO-002811

Golden Oven Roasted Turkey Breast

SELLING TOOLS SECTION OVERVIEW (CONT'D)

Golden Oven Roasted Sample Ordering Information

Product	Date Samples Available	Order Samples From
Butterball Golden OR	Monday, 10/26/98	Beth Bernardi
Healthy Choice Golden OR	Monday, 10/26/98	Beth Bernardi
Eckrich Golden OR	Monday, 10/26/98	Beth Bernardi

Please use order form on next page and fax to Beth Bernardi at 630/512-1133.

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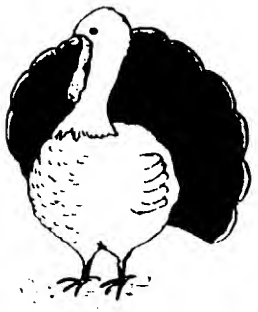
PTO-002812

Golden Oven Roasted Turkey Breast

CRPF07648



PTO-002813

SAMPLE REQUEST FORM

Golden Oven Roasted Turkey Breast

Today's Date: _____

Requested By: _____

For Customer: _____

District: _____

Appointment Date: _____

UPC	Description	Qty of Each Bulk Unit
45300-27312	**Butterball Golden Oven Roasted Turkey Breast**	
50100-17775	**Healthy Choice Golden Oven Roasted Turkey Breast**	
46600-05682	**Peter Eckrich Deli Oven Roasted Roasted Turkey Breast**	

Deliver To:

Name: _____

Company: _____

Street Address: _____

City, State, Zip: _____

Phone Number: _____

Deliver By This Date: _____

Please complete the information requested and fax to Beth Bernardi at 630/512 - 1133.

PTO-002814

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CRPF07650

PTO-002815

Golden Oven Roasted Turkey Breast

CONSUMER PROMOTION SECTION OVERVIEW

The consumer support events for both Butterball and Healthy Choice described below deliver strong visuals of the enhanced Oven Roasted product's new color and shape while delivering the news that it is now Golden Browned with the same great taste! In addition to the coupon savings delivered via easels and FSI, we continue our strategy of including value-added consumer offers to our easels.

What's Included?

1) **Butterball Golden Oven Roasted Easel**

A counter-top easel featuring a photo of the product, two different tear pads and a plush WEEBEANS Turkey attached to each easel (see black & white copy of the easel in this section).

- $.55 Coupon good on any 1 lb. Purchase of Butterball Deli Meats. Coupon expires 8/28/99.
- Mail-In Consumer Offer for a FREE WEEBEANS Turkey and $2.00 Coupon Booklet
  - Consumer is asked to send in the Mail-In Offer Form available on the easel, plus a cash register receipt with their Butterball Deli purchase circled and a check or money order for $1.95 for postage and handling only.
  - The consumer will receive in the mail a WEEBEANS Collectible Turkey and a $2.00 Coupon Booklet (booklet consists of four $.50 coupons for use on either Butterball or Healthy Choice future Deli purchases).
  - Total offer value of $4.95 (WEEBEANS Collectible Turkey retail price is $2.95, plus $2.00 in coupons)
  - Timing in store: Utilize the easels as the new Golden Oven Roasted product begins appearing in your stores.

2. **Butterball FSI**

- Sunday, February 21, 1999
- Circulation of over 22,000,000 (see market list in this section)
- Features the Golden Oven Roasted product (see Xerox copy in this section)
- $.55 Coupon good on any 1 lb. Purchase of Butterball Deli Meats. Coupon expires 8/28/99.
- The FSI also includes a mail-in offer form for the FREE WEEBEANS Collectible Turkey as described above

NOTE: See the back of the Golden Oven Roasted Sell Sheet for a color photo of the FSI.

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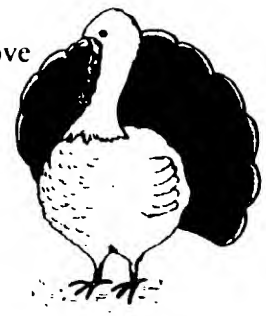


PTO-002816

Golden Oven Roasted Turkey Breast

CONSUMER PROMOTION SECTION OVERVIEW (CONT'D)

3. **Healthy Choice Golden Oven Roasted Easel**
   A counter-top easel featuring a photo of the product, two different tear pads and a plush WEEBEANS Turkey attached to each easel (see black & white copy of the easel in this section).
   - $.55 Coupon good on any 1 lb. Purchase of Healthy Choice Deli Meats. Coupon expires 8/28/99.
   - Mail-In Consumer Offer for a FREE WEEBEANS Collectible Turkey and a $2.00 Coupon Booklet
     - Consumer is asked to send in the Mail-In Offer Form available on the easel, plus a cash register receipt with their Healthy Choice Deli purchase circled and a check or money order for $1.95 for postage and handling.
     - The consumer will receive in the mail a WEEBEANS Collectible Turkey and a $2.00 Coupon Booklet (booklet consists of four $.50 coupons for use on either Healthy Choice or Butterball future deli purchases).
     - Total offer value of $4.95 (WEEBEANS Collectible Turkey retail price is $2.95, plus $2.00 in Healthy Choice coupons)
     - Timing: Utilize easels as the new Golden Oven Roasted product begins appearing in your stores.

4. **Healthy Choice Mega Event FSI**
   - Sunday, January 3, 1999
   - National circulation of over 50,000,000 (see market list in this section)
   - Features the Golden Oven Roasted Turkey Breast in the deli portion of the FSI.
   - $.55 Coupon good on any 1 lb. Purchase of Healthy Choice Deli Meats. This coupon also features a photo of the new Golden Oven Roasted Turkey Breast in the package with the burst announcing the change. This coupon expires 3/1/99.
   - As announced in our October Sales Planner, this year's event includes a Mail-In Consumer Offer for free product with purchase of three Healthy Choice products. (Refer to the complete details in your Deli Sales Planner 10/98)
   - Additional Mega Event Brochures are still available for ordering (see your Point-of-Sale Order Form dated 9/21/98) Mega Event Brochures were mailed out week of 9/21/98.

CRPF07652

PTO-002817

Golden Oven Roasted Turkey Breast

CONSUMER PROMOTION SECTION OVERVIEW (CONT'D)

5. **Healthy Choice Mega Event Easel**
   This counter-top easel introduces the Golden Oven Roasted Turkey Breast in strong appetite appeal photography. See photocopy of easel in this book. This easel will include a Mail-In Offer tear pad for the FREE Healthy Choice Product Offer. (See October Sales Planner for details of FREE offer.)
   - Timing in store: Must be up in store before the mega event FSI drops 1/3/99. Easel will remain effective through 1/31/99.

6. **Point-of-Sale Support**
   New Golden Oven Roasted Static Clings announce that the product is "Now Browned to Perfection" with the same great taste!
   - Individual branded clings available for the Butterball and Healthy Choice brands (see copy of each in this section)
   - See the Point-of-Sale Order Form dated 9/21/98 to order these new clings

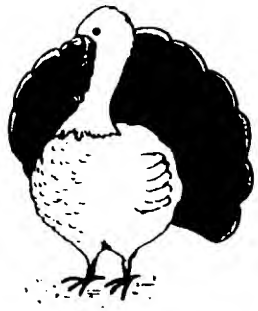
When will all the easels be shipped?

The Butterball Golden Oven Roasted, Healthy Choice Golden Oven Roasted and Healthy Choice Mega Event Easel will all be shipped week beginning 10/26/98.

How many will be sent to each district?

Your Regional Deli Manager has pre-ordered for each account the number of easels that will be needed and have given the location they are to be shipped.

CRPF07653



PTO-002818

BUTTERBALL®

Golden Oven Roas
Turkey Breast

Now Golden Browned!

Same Great BUTTERBALL® Taste!

Save Now!

MANUFACTURER'S COUPON | EXPIRATION DATE 8/28/99

BUTTERBALL **Save 55¢**

On any 1 pound purchase of Butterball Deli Meats

32459

8102 00

Get Your FREE*

Collector Series
CRPF07654
WEEBEANS™ Turkey!
*with proof of purchase plus postage & handling

FREE* Mail-In Offer

*with proof of purchase plus postage & handling

Send for your
Adorable WEEBEANS
Collector Series Turkey
$2.00 Coupon
Booklet for use
on future
BUTTERBALL
Deli Meat Purchases

PTO-002819

Butterball Golden Oven Roasted Turkey Breast FSI

MANUFACTURER COUPON | EXPIRES AUGUST 28 1999

BUTTERBALL **Save 55¢**

On any 1 pound purchase of Butterball™ Oven Roasted Turkey Breast

Retailer: Please redeem this coupon per [illegible]. Void if taxed or restricted by law. Send coupon to Consumer Department [illegible]. REPRODUCTION OF THIS COUPON IS PROHIBITED. Coupon may not be assigned or transferred. 1998 Butterball [illegible]

5 45300 17055 3 8102 00

MAIL IN CERTIFICATE | OFFER EXPIRES AUGUST 15 1999

Here's how to get your WEEBEANS™ Turkey and $2.00 Butterball® Coupon Booklet

1 Buy [illegible]

2 Send [illegible] and a check or money order for $2.00 [illegible] SEND CASH [illegible]

3 Receive the WEEBEANS [illegible] WEEBEANS [illegible]

4 Please complete [illegible] and mail to WEEBEANS™ Turkey Offer P O Box 2055 Rock Island IL 61204 2055

Name

Address Apt#

City State Zip

Offer expires 8 15 99 [illegible]

PTO-002820

CRPF07655

Butterball FSI
Sunday, February 21, 1999

Market	Newspaper	Circ. (000)
Hartford, CT	Courant	303
New Haven, CT	Register	115
Waterbury, CT	Republican	73
N w London, CT	Day	47
Norwich, CT	Bulletin	38
Springfield, MA	Republican	146
Worchester, MA	Telegram	139
Bridgeport, CT	Connecticut Post	95
Stamford/Greenwich, CT	Advocate/Time	53
Danbury, CT	News-Time	44
Asbury Park, NJ	Press	223
Bergen County, NJ	Record	210
Westchester/Rockland County, NY	Gannett Suburban Newspapers	186
Staten Island, NY	Advance	90
Newark, NJ	Star-Ledger	605
Jersey City, NJ	Jersey Journal	54
Bridgewater, NJ	Courier-News	49
Albany, NY	Times Union	150
Schenctady, NY	Gazette	59
Glens Falls, NY	Post-Star	36
Pittsfield, MA	Berkshire Eagle	35
Troy, NY	Record	30
All ntown, PA	Morning Call	181
Easton, PA	Express-Times	48
Harrisburg, PA	Patriot-News	169
Sunbury, PA	Item	29
Chambersburg, PA	Public Opinion	22
Johnstown, PA	Tribune-Democrat	52
Altoona, PA	Mirror	42
State College, PA	Centre Times	34
Lancaster, PA	News	106
Lebanon, PA	News	21
York, PA	News	93
Fredericksburg, VA	Free Lance-Star	51
Hagerstown, MD	Herald-Mail	40
Cumberland, MD	Times-News	34
Martinsburg, WV	Journal	19
Philadelphia, PA	Inquirer	866

Market	Newspaper	Circ. (000)
Reading, PA	Eagle	104
Scranton, PA	Times	80
Wilkes-Barre, PA	Times Leader	69
Williamsport, PA	Sun-Gazette	42
Hazleton, PA	Standard-Speaker	20
Towanda, PA	Review	10
Indianapolis, IN	Star	397
South Bend, IN	Tribune	113
Benton Harbor, MI	Herald-Palladium	33
Elkhart, IN	Truth	33
Flint, MI	Journal	116
Saginaw, MI	News	63
Bay City, MI	Times	49
Cleveland, OH	Plain Dealer	513
Pittsburgh, PA	Post-Gazette	463
Denver, CO	Post	530
San Antonio, TX	Express-News	375
Alameda County, CA	Star	196
Contra Costa County, CA	Contra Costa Newspapers	205
Vallejo, CA	Times-Herald	22
Fairfield, CA	Republic	21
Vacaville, CA	Reporter	21
Santa Rosa, CA	Press Democrat	103
Marin Co., CA	Independent Journal	42
San Mateo, CA	Times	37
Napa, CA	Register	19
Fresno, CA	Bee	192
Visalia, CA	Times Delta	28
Tulare, CA	Advance-Register	8
Modesto, CA	Bee	91
Stockton, CA	Record	67
San Francisco, CA	Examiner & Chronicle	635
San Jose, CA	Mercury News	345
Long Beach, CA	Press-Telegram	125
San Gabriel, CA	Valley News Group	120
Torrance, CA	Daily Breeze	111
Los Angeles, CA	Times	1,402
P mona-Ontario, CA	Pro Plus Group	124
Lancaster-Palmdale, CA	Antelope Valley Press	33
Riverside, CA	Press-Enterprise	170
San Bernardino, CA	Sun	91
Palm Springs, CA	Desert Sun	57
San Diego, CA	Union-Tribune	456
San Fernando Valley, CA	Daily News	216
Santa Ana, CA	Orange Co. Register	419

Market	Newspaper	Circ. (000)
Omaha, NE	World-Herald	292
Lincoln, NE	Journal-Star	83
Grand Island, NE	Independent	26
Chicago, IL	Tribune	1120
Chicago, IL	Suburban Publishers	229
Plainfield, IL	Copley Chicago Newspapers	163
Daytona Beach, FL	News-Journal	121
Cocoa-Melburne, FL	Florida Today	119
Ocala, FL	Star-Banner	53
Crystal River, FL	Citrus County Chronicle	26
Stuart/Vero/Ft.. Pierce, FL	Treasure Coast Group	118
Ft.. Lauderdale, FL	Sun-Sentinel	435
West Palm Beach, FL	Post	241
B ca Raton, FL	News	20
Jacksonville, FL	Florida Times-Union	242
Gainesville, FL	Sun	60
St. Augustine, FL	Record	17
Miami, FL	Herald	492
Orlando, FL	Sentinel	418
P nsacola, FL	News Journal	84
Tallahassee, FL	Democrat	76
Ft. Walton Beach, FL	NW Florida News	50
Panama City, FL	News-Herald	40
St. Petersburg, FL	Times	511
Tampa, FL	Tribune	425
Lakeland, FL	Ledger	117
Sarasota, FL	Herald-Tribune	149
Bradenton, FL	Herald	60
Ft. Myers, FL	News-Press	119
Naples, FL	News	73
Charlotte Harbor, FL	Sun-Herald	44
Atlanta, GA	Journal-Constitiution	744
Jackson, MS	Clarion-Ledger	127
Hattiesburg, MS	American	29
Meridian, MS	Star	20
Charlotte, NC	Observer	301
Gastonia, NC	Gaston Gazette	43
Rock Hill, SC	Herald	32
Salisbury, NC	Post	26
Kannapolis, NC	Independent Tribune	24
Fayetteville, NC	Observer-Times	84
Goldsboro, NC	News-Argus	25

Market	Newspaper	Circ. (000)
Wilmington, NC	Star-News	66
Jacksonville, NC	News	25
Greenville, NC	Daily Reflector	22
Rocky Mount, NC	Telegram	16
Elizabeth City, NC	Advance	13
Greensboro, NC	News & Record	117
Winston-Salem, NC	Journal	102
High Point, NC	Enterprise	32
Burlington, NC	Times-News	28
Raleigh, NC	News & Observer	206
Durham, NC	Herald Sun	62
Asheville, NC	Citizen Times	72
Hickory, NC	Record	19
Morganton, NC	News-Herald	12
Charleston, SC	Post & Courier	123
Myrtle Beach, SC	Sun News	53
Florence, SC	Morning News	35
Sumter, SC	Item	21
Hilton Head, SC	Island Packet	16
Columbia, SC	State	161
Greenville, SC	News-Piedmont	136
Spartanburg, SC	Herald-Journal	69
Anderson, SC	Independent-Mail	48
New Orleans, LA	Times-Picayune[1]	305

[1] TOTAL CIRCULATION 22,192,000

HEALTHY CHOICE®

Golden
n Roasted Turkey Breast
Now Browned to Perfection!

Same Great Taste!

Save Now!

MANUFACTURER'S COUPON | EXPIRATION DATE 8/28/99

HEALTHY CHOICE

Save 55¢

On any 1 pound purchase of Healthy Choice Deli Meats

33263

PTO-002825

Get Your FREE*

Collector Series

CRPF07660

WEEBEANS Turkey!

FREE* Mail-In Offe

*with proof of purchase plus postage & handling

Send for your Adorable WEEBEAN Collector Series Turkey

$2.00 Coupon Booklet for use on future

Deli Meat Purchases

HEALTHY CHOICE® JANUARY 3, 1999 SUNDAY INSERT MARKET LIST

CITY/STATE	NEWSPAPER	CIRC (000)
[illegible] AK	[illegible]	80
[illegible] AL	[illegible]	80
[illegible] AL	[illegible]	204
[illegible] AL	Daily	29
[illegible] AL	Eagle	63
[illegible] AL	Times	78
[illegible] AL	Press-Register	118
[illegible], AL	Advertiser-Journal	43
[illegible] AR	Arkansas Democrat-Gazette	283
[illegible] Scottsdale/Tempe		
Gilbert Chandler AZ	Tribune Group	125
[illegible] AZ	Republic	652
[illegible] AZ	Star	191
[illegible] AZ	Sun	28
[illegible] County Ca	Contra Costa Group	206
[illegible] CA	El Dorado Times	81
[illegible] CA	Republic	21
[illegible] CA	Bee	192
[illegible] CA	Press-Telegram	129
[illegible] CA	Times	1102
[illegible] County CA	Independent Journal	43
[illegible] CA	Bee	91
[illegible] CA	Register	99
[illegible] CA	Desert Sun	57
[illegible] CA	Press-Enterprise	170
[illegible] CA	Bee	264
[illegible] CA	Sun	91
[illegible] CA	Union	196
[illegible] CA	Examiner & Chronicle	106
[illegible] CA		
[illegible] CA	Independent-Press-Telegram	130
[illegible] CA	Mercury-News	335
[illegible] CA	Times	67
[illegible] CA	Orange County Register	353
[illegible] CA	Press-Democrat	101
[illegible] CA	Record	67
[illegible] CA	Californian	33
[illegible] CA	Daily Bulletin	111
[illegible] CA	Advance-Register	8
[illegible] CA	Reporter	24
[illegible] CA	Times-Herald	23
[illegible] County, CA	Sun	105
[illegible] CA	Tribune-Press	98
[illegible] CO	Camera	41
[illegible] Springs, CO	Gazette-Telegraph	122
[illegible] CO	Post	530
[illegible] Collins, CO	Coloradoan	86
[illegible] Junction, CO	Sentinel	41
[illegible] CO	Chieftain	56
[illegible] CO	Post	95
[illegible], CT	News-Times	41
[illegible] CT	Courant	303
[illegible] CT	Register	135
[illegible] Haven, CT	Day	67
[illegible] CT	Bulletin	82
[illegible] Greenwich CT	Advocate-Times	52
[illegible], CT	Republican	41
[illegible] DE	Post	113
[illegible] DE	Delaware State News	61
[illegible] FL	News-Journal	150
[illegible] FL	Press	70
[illegible] FL	Herald	60
[illegible] FL	Sun-Herald	41
[illegible] Beach		
Melbourne FL	Florida Today	119
[illegible] FL	Citrus County Chronicle	29
[illegible] FL	News-Journal	171
[illegible] FL	Sun-Sentinel	139
[illegible] FL	News-Press	139
[illegible] FL	Sun	60
[illegible] FL	Florida Times-Union	217
[illegible] FL	Ledger	113
[illegible] FL	Herald	192
[illegible] FL	[illegible]	34
[illegible] FL	Star-Banner	54
[illegible] FL	Tribune	118
[illegible] FL	Sentinel	188
[illegible] FL	[illegible]-Journal	84
[illegible] FL	Herald-Leader	139
[illegible] FL	Record	67
[illegible] FL	Ledger	204
[illegible] FL	Times	40
[illegible] FL	[illegible]	9
[illegible] FL	Sun-Herald	41
Tallahassee FL	Democrat	84
Tampa FL	Tribune	325
West Palm Beach FL	Post	241
Athens, GA	Banner-Herald-News	34
Atlanta GA	Constitution	744
Augusta GA	Chronicle-Herald	100
Gainesville GA	Times	27
Macon GA	Telegraph & News	100
Marietta GA	Journal	22
Milledgeville GA	Union Recorder	9
Savannah GA	News	76
Warner Robins, GA	Sun	10
Davenport IA	Quad Cities Times	79
Des Moines IA	Register	279
Sioux City IA	Journal	49
Boise ID	Idaho Newspaper Group	158
Bloomington-Normal IL	Pantagraph	54
Champaign IL	News-Gazette	52
Chicago IL	Tribune	1120
Danville IL	Commercial-News	21
Decatur IL	Herald & Review	49
Kankakee IL	Journal	33
Moline/Rock Island IL	Argus/Dispatch	49
Peoria IL	Journal Star	102
Springfield IL	Copley Chicagoans	163
Rockford IL	Register-Star	86
Springfield IL	State Journal-Register	73
Sub Chicago IL	Chicagoland Newspapers	229
Elkhart IN	Truth	33
Ft Wayne IN	Journal-Gazette	136
Gary IN	Post-Tribune	72
Hammond IN	Times	93
Indianapolis IN	Star	397
South Bend IN	Tribune	113
Hutchinson KS	The News	44
Lawrence KS	Journal-World	20
Topeka KS	Capital-Journal	71
Wichita KS	Eagle	169
Ashland KY	Independent	25
Bowling Green KY	Kentucky New Era	13
Lexington KY	Herald-Leader	160
Louisville KY	Courier-Journal	320
Baton Rouge LA	Advocate	132
Houma LA	Courier & Terrebonne Press	21
New Orleans LA	Times-Picayune	305
Boston MA	Globe	781
Brockton MA	The Enterprise	60
Fall River MA	Herald News	42
Framingham MA	Middlesex News	43
Hyannis, MA	Cape Cod Times	55
Lawrence, MA	Eagle-Tribune	60
Lowell MA	Sun	56
New Bedford MA	Standard-Times	45
Pittsfield MA	Berkshire Eagle	35
Springfield MA	Republican	146
Worcester MA	Telegram	139
Annapolis MD	Capital	49
Baltimore MD	Sun	508
Cumberland MD	Times-News	34
Hagerstown MD	Herald-Mail	40
Salisbury MD	Times	31
Westminster MD	Carroll County Times	24
Lewiston ME	Sun-Journal	43
Portland ME	Telegram	122
Adrian MI	Telegram	17
Ann Arbor MI	News	78
Battle Creek MI	Enquirer	39
Bay City MI	Times	49
Benton Harbor MI	Michigan Suburban Bay	33
Detroit MI	News & Free Press	1050
Flint MI	Journal	116
Grand Rapids, MI	Press	190
Jackson MI	Citizen Patriot	42
Kalamazoo MI	Gazette	76
Lansing MI	State Journal	95
Muskegon MI	Chronicle	52
Pontiac		
Oakland County MI	The Oakland Press	103
Port Huron MI	Times Herald	42
Saginaw MI	News	63
Traverse City MI	Record-Eagle	37
Duluth MN	News-Tribune	78
Minneapolis MN	Star-Tribune	613
Rochester MN	Post-Bulletin	45
St Cloud/Little Falls, MN	Times	48
St Paul MN	Pioneer Press	265
Joplin MO	Globe	45
Kansas City MO	Star	416
Springfield MO	News-Leader	98
St Joseph MO	News-Press/Gazette	46
St Louis MO	Post-Dispatch	539
Biloxi/Gulfport MS	Sun Herald	56
Hattiesburg MS	American	29
Jackson MS	Clarion-Ledger	127
Meridian MS	Star	20
Pascagoula MS	Mississippi	22
Asheville NC	Citizen-Times	52
Burlington NC	Times-News	28
Charlotte NC	Observer	301
Durham NC	Herald	62
Greensboro NC	News & Record	117
Hickory NC	Record	49
High Point NC	Enterprise	37
Morganton NC	News-Herald	17
Raleigh NC	News & Observer	206
Winston Salem NC	Journal	104
Bismarck ND	Tribune	31
Fargo ND	Forum	61
Grand Forks ND	Herald	38
Minot ND	News	26
Grand Island NE	Independent	26
Lincoln NE	Journal & Star	83
Omaha NE	World-Herald	202
Concord NH	Monitor	23
Dover NH	Foster's Democrat	29
Manchester NH	New Hampshire News	92
Nashua NH	Telegraph	31
Asbury Park NJ	Press	223
Bergen County NJ	The Record	240
Camden NJ	Courier-Post	100
Lebanon NJ	News	21
Newark NJ	Star-Ledger	605
Trenton NJ	Times	90
Woodbury		
Gloucester Co. NJ	Times	29
Albuquerque NM	Journal	165
Las Cruces NM	Sun-News	21
Santa Fe NM	New Mexican	26
Las Vegas NV	Review-Journal & Sun	240
Reno NV	Gazette-Journal	81
Albany NY	Times-Union	150
Buffalo NY	News	193
Glens Falls NY	Post-Star	46
Jamestown-Dunkirk NY	Post-Journal	24
Long Island NY	Newsday	800
Middletown NY	Record	102
New York NY	Times	1100
Poughkeepsie NY	Journal	59
Rochester NY	Democrat & Chronicle	247
Schenectady NY	Gazette	89
Syracuse NY	Herald-American	215
Troy NY	Record	60
Westchester		
Rockland NY	West Rock - Ns Plus	136
Akron OH	Beacon Journal	204
Canton OH	Repository	90
Chillicothe OH	Gazette	19
Cincinnati OH	Enquirer	325
Cleveland OH	Plain Dealer	513
Columbus OH	Dispatch	312
Dayton OH	News	211
Fremont OH	News-Messenger	11
Hamilton OH	Journal-News	72
Lima OH	News	35
Middletown OH	Journal	51
Port Clinton OH	News-Herald	6
Springfield OH	News-Sun	42
Toledo OH	Blade	215
Muskogee OK	Phoenix & Times-Democrat	20
Oklahoma City OK	Metro Group	133
Oklahoma City OK	Oklahoman	317
Tulsa OK	World	225
Portland OR	Oregonian	430
Allentown PA	Morning Call	181
Chambersburg PA	Public Opinion	22
Easton PA	Express-Times	68
Greensburg PA	Tribune-Review	151
Harrisburg PA	[illegible]	111
Lancaster PA	[illegible]	80
Philadelphia PA	[illegible]	806
Pittsburgh PA	Post-Gazette	364
Reading PA	Eagle	101
Scranton, PA	Times	84
York PA	Sunday News	91
Providence RI	Journal	133
Aiken SC	Standard	15
Anderson SC	Independent-Mail	39
Charleston SC	News & Courier-Post	131
Columbia SC	State	96
Florence SC	News	46
Greenville SC	News-Piedmont	146
Hilton Head Island SC	Island Packet	38
Myrtle Beach SC	Sun-News	51
Sumter SC	The Item	21
Aberdeen SD	American News	19
Rapid City SD	Journal	44
Sioux Falls SD	Argus & Leader	71
Chattanooga TN	News-Free Press	110
Clarksville TN	Leaf-Chronicle	29
Gallatin TN	News-Examiner	10
Jackson TN	Sun	18
Johnson City TN	Press	45
Kingsport TN	Times-News	49
Knoxville TN	News-Sentinel	168
Memphis TN	Commercial-Appeal	363
Nashville TN	Tennessean	287
Amarillo Tx	News-Globe	71
Austin Tx	American-Statesman	250
Brownsville-Harlingen		
McAllen Tx	Rio Grande Valley Group	184
Corpus Christi Tx	Caller-Times	92
Dallas Tx	Morning News	800
El Paso Tx	Times	91
Ft Worth Tx	Star-Telegram	412
Houston Tx	Chronicle	630
Lubbock Tx	Avalanche-Journal	76
Midland Tx	Reporter-Telegram	38
Odessa Tx	American	45
San Antonio Tx	Express-News	175
Victoria Tx	Advocate	37
Ogden UT	Standard-Examiner	56
Provo UT	Herald	43
Salt Lake City UT	Tribune-Deseret News	340
Bristol VA	Herald-Courier-VA-Tenn	34
Charlottesville VA	Progress	41
Danville VA	Register & Bee	29
Fredericksburg VA	Free Lance-Star	37
Lynchburg VA	News & Advance	44
Newport News VA	Press	119
Norfolk VA	Virginian-Pilot	230
Richmond VA	Times-Dispatch	230
Roanoke VA	Times & World-Herald	129
Staunton VA	Daily News-Leader	39
Burlington VT	Free Press	63
Bothell WA	Herald	71
Everett WA	Herald	61
Tri City WA	Tri City Herald	41
Seattle WA	Times-Post-Intelligencer	242
Spokane WA	Spokesman-Review-Chronicle	142
Tacoma WA	News-Tribune	118
Appleton WI	Post-Crescent	76
Eau Claire WI	Leader-Telegram	50
Fond Du Lac WI	Reporter	31
Green Bay WI	Press-Gazette	86
Kenosha WI	News	51
LaCrosse WI	Tribune	50
Madison WI	Wisconsin State Journal	167
Milwaukee WI	Journal	195
Racine WI	Journal-Times	91
Sheboygan WI	Press	54
Wausau WI	Herald	51
Charleston-Beckley, WV	Gazette-Mail	165
Huntington WV	Herald-Dispatch	71
Martinsburg WV	Journal	19

Total Circulation 47,756,000

Coupon Values and Markets Subject To Change.

HR 6084

PTO-002826

CRPF07661


HEALTHY CHOICE®
Golden Oven Roasted Turkey Breast
Get FREE* Healthy Choice Products
When You Buy 3 Or More!
Taste What's NEW...FREE!*
Same Great Taste
Now Golden Browned!
ASK FOR DELICIOUS
HEALTHY CHOICE
DELI MEATS
SEE CERTIFICATE FOR DETAILS

PTO-002827

Golden Oven Roasted Turkey Breast Static Clings

PTO-002828

Golden Oven Roasted Static Clings

PTO-002829

CRPE07664

Introducing

BUTTERBALL®

HEALTHY CHOICE®

Golden Oven Roasted™ Turkey Breast

CRPF07666

PTO-002831

Presentation Contents

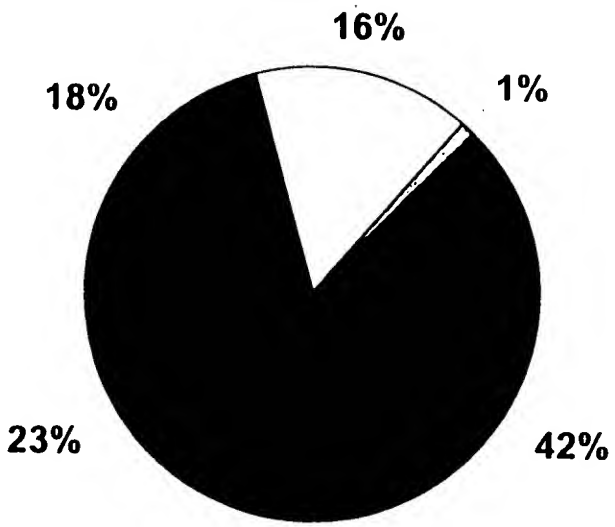
1. The Golden Opportunity
2. The Challenge
3. Introducing … Golden Oven Roasted
4. Consumer Research
5. Golden Oven Roasted … Summary of Changes
6. Marketing Support
7. Brand Leaders Offer Full Product Lines
8. Meet the Challenge

CRPF07667

PTO-002832

Meats are a vital component of your Service Deli business...

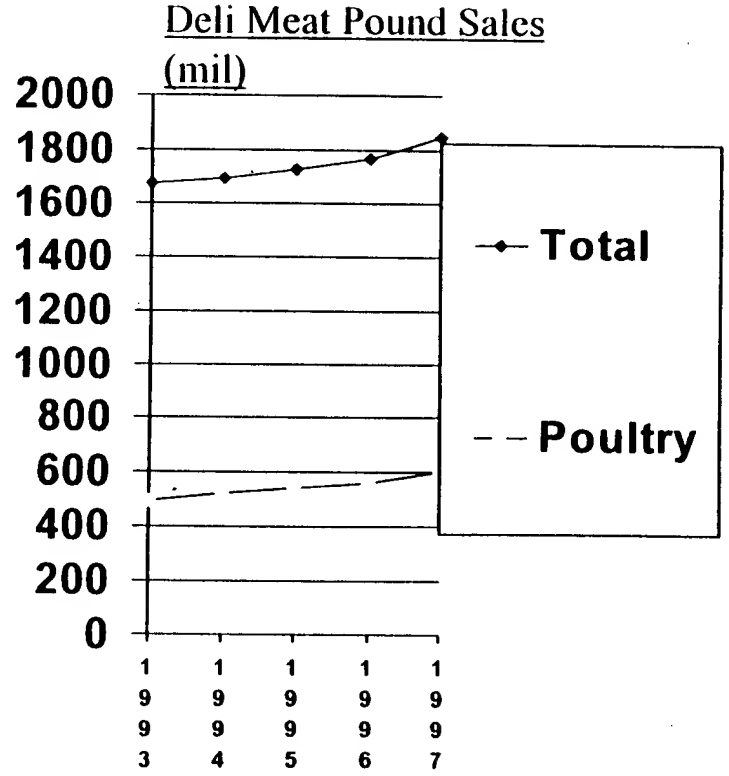
% of Retail Deli $ by Category



- The Deli meats business is over $8 billion, accounting for 42% of total Service Deli retail dollars
- Deli meats drove the largest dollar gain in the Service Deli between 1996 & 1997 -- up $474 million

Source: Deli-Scan, 1997

...and the Poultry segment is driving Deli Meat growth!

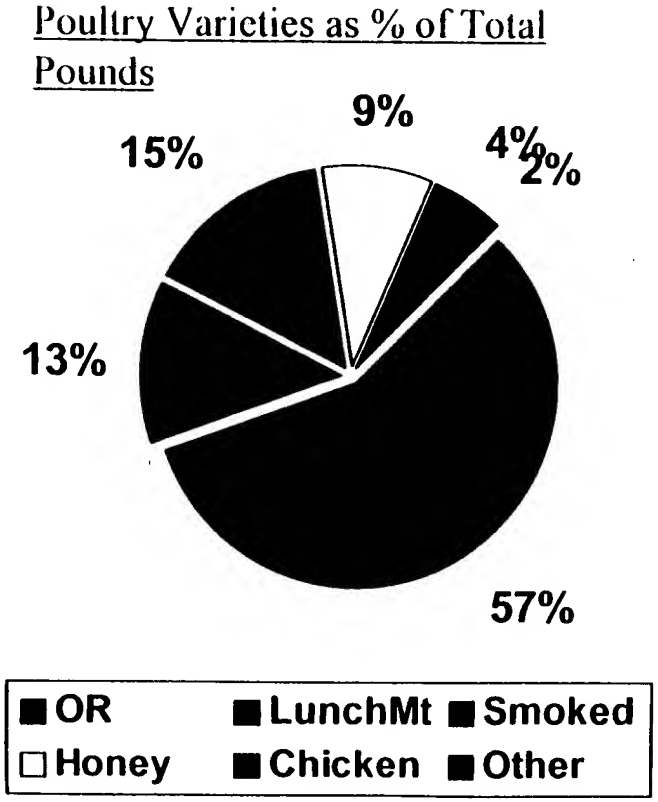


Category	% Chg 1993-97
Total	*10.5%*
Poultry	**21.0**
Ham	10.4
Beef	8.5
Dry Sausage	3.4
Bolo/Cooked Salami	-1.2
Semi Dry Saus	-8.3
Lunchmeat	-11.2

- Total Deli meat pound sales reached 1.8 billion in 1997, up 10% between 1993 & 1997
- Poultry grew 21% during the same time period, more than twice as fast as total Deli meats *and* more than twice as fast as every other meat segment

Source: Deli-Scan, 1997

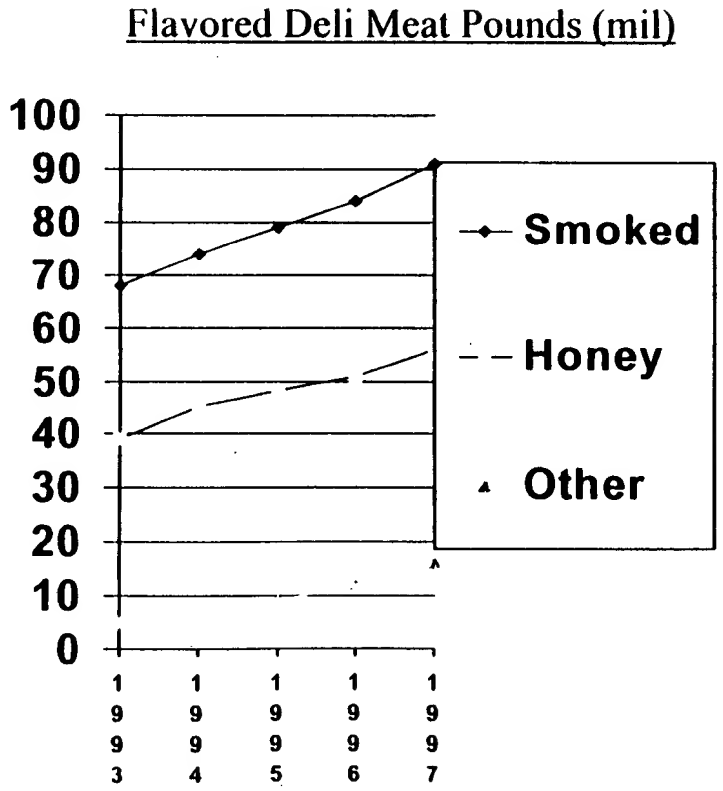
Oven Roasted Turkey Breasts are top sellers...



- Oven Roasted breasts account for the majority of poultry pound sales
- Oven Roasted breasts have *consistently* driven the majority of poultry pound growth...
  - up 14 million lbs. in 1995
  - another 14 million lb. increase in 1996, and
  - an additional 20 million lbs. in 1997

Source: Deli-Scan, 1997

...and other specialty flavors continue to gain in popularity, now accounting for 1/3 of poultry sales!



- Total flavored breast pound sales reached 162 million in 1997, up 45% from 1993
  - Smoked sales increased 34%
  - Honey sales rose 44%
  - Other specialty varieties increased over 300%

Source: Deli-Scan, 1997

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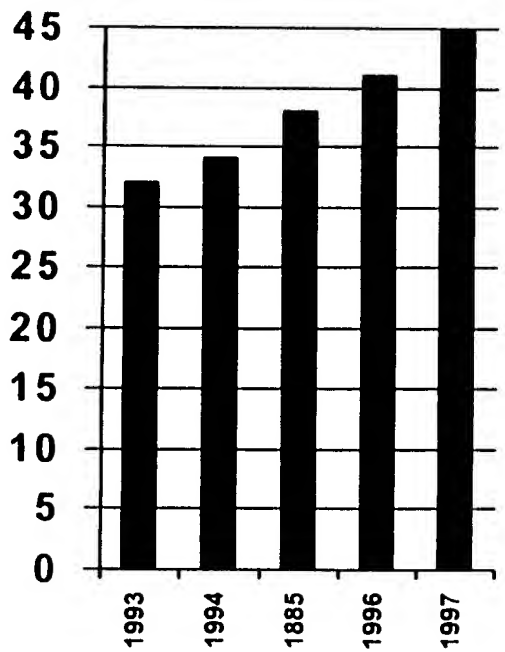
The Low Salt Turkey Breast business is also growing...

Low Salt Pound Sales (mil)

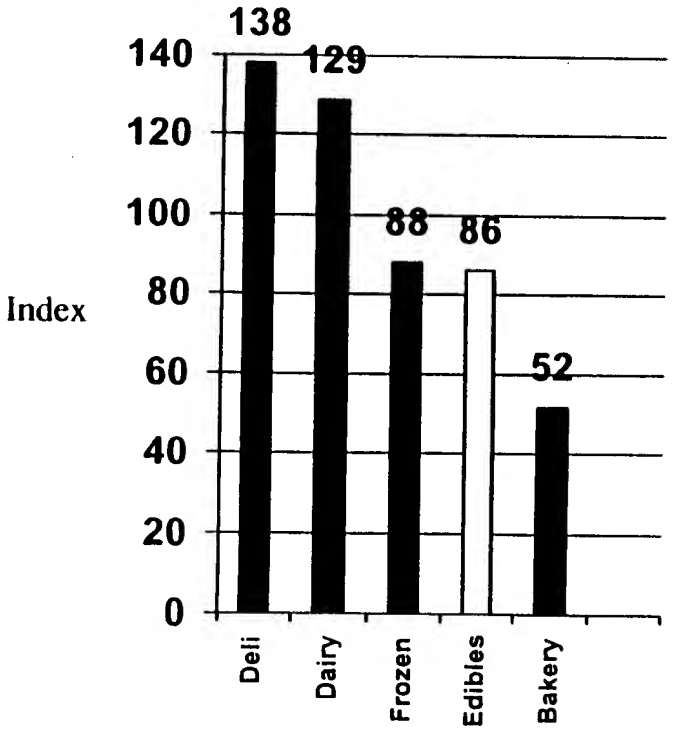


- Low salt pound volume reached 45MM in 1997, up 40% since 1993
- This "healthier" segment represents 8% of total poultry and its share of the total is increasing each year

Source: Deli-Scan, 1997

...and Deli departments have been successful in helping consumers address nutritional considerations.

Index of 1992 to 1996 Fat-Reduced Dollar Sales Relative to Total Food Sales



- The index of supermarket fat-reduced dollar sales (1992 to 1996), relative to the share of total food by department, is greatest for the deli department

Source: IRI/NPD Group - "How America Avoids Fat Benchmark Study", 1997

The Golden Opportunity

Summary

- Meats are a critical part of the Service Deli, accounting for nearly half of sales and driving significant growth.
- Poultry, in turn, is driving Deli meat growth with pound sales growth increasing twice that of the Deli meat category and all other meat segments.
- Within Poultry, Oven Roasted sales are the highest, with other value-added flavors gaining momentum.
- Low salt turkey breasts are also showing consistent growth.

What's In It For You?

There is a golden opportunity to increase your profits by capitalizing on the tremendous poultry growth trends -- with Oven Roasted, other flavored, AND low salt turkey breasts!

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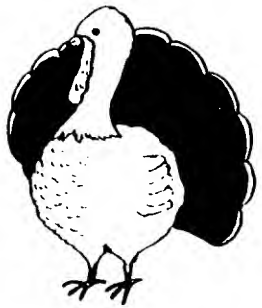
The Challenge

How can we continue to
drive strong poultry segment growth?

With products consumers are looking for,
supporting promotions,
and leading brand names !!



Consumers ask for Butterball & Healthy Choice Oven Roasted Turkey Breast everyday ... now with the changes we're making, even MORE consumers will be buying even MORE deli turkey breast!!!

Introducing

BUTTERBALL®

HEALTHY CHOICE®

Golden Oven Roasted Turkey Breast

PTO-002841

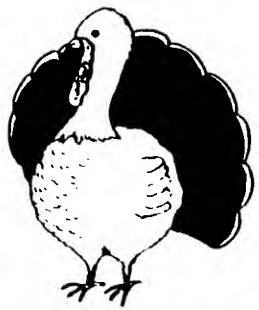
Golden Oven Roasted Turkey Breast

Giving consumers what they're asking for ...

Now "golden browned" in the oven using a patented process for a home-roasted appearance

Now with a natural-looking shape more like a homemade turkey

Always with the same delicious taste



Deli consumers tell us we're making changes for the better!

We've done our homework! Findings from three separate custom research studies substantiate our product improvements.

1. Deli Turkey Breast Category Appraisal Study
   Moskowitz Jacobs Inc., 11/97
2. Oven Roasted Deli Turkey Product Test
   Luhrs Marketing Research, 5/98
3. Competitive Deli Breast Product Test
   Luhrs Marketing Research, 9/98

First, we asked consumers what they look for in a deli turkey breast...

Research Objectives

- Define the product attributes which are most desirable in an Oven Roasted Turkey Breast (appearance, flavor, texture, etc.)
- Generate a "report card" for ASE products in order to optimize the current Butterball & Healthy Choice Oven Roasted Turkey Breasts

Methodology

- Tested ASE & competitive brands with deli poultry consumers in three highly developed deli turkey markets
  - Butterball, Healthy Choice, Boar's Head, Sara Lee, Dietz & Watson, Alpine Lace
- Product trial & visual evaluation -- blind & unbranded

Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

...and here's what consumers said when they tried the *sliced* products!

- Current Healthy Choice & Butterball Oven Roasted are well liked as evidenced by high overall liking scores

  Healthy Choice & Butterball scored above all key competitors: Sara Lee, Boar's Head, Dietz & Watson, and Alpine Lace

Overall Liking -- Scale 00 to 100

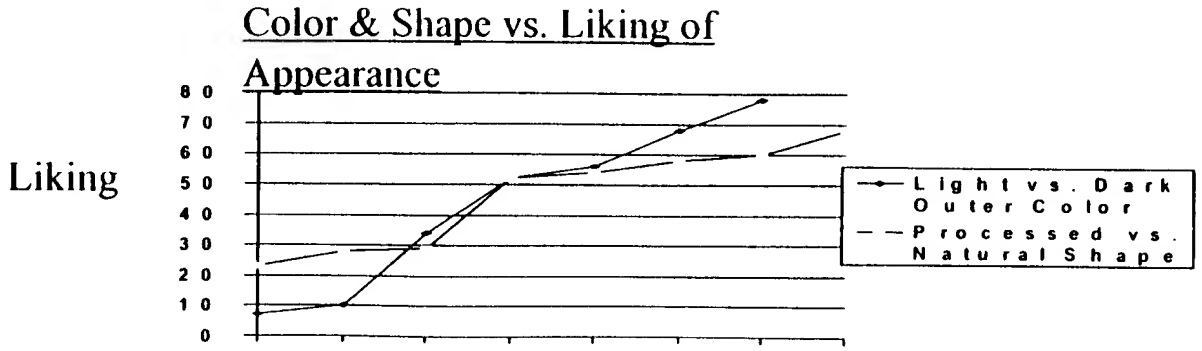
Healthy Choice Oven Roasted	67
Butterball Oven Roasted	66
Sara Lee Premium	63
Boar's Head Ovengold	54
Dietz & Watson Premium	51
Alpine Lace	43

Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

However, when consumers evaluated the appearance of the *whole breast*, it was clear that the visual appeal of Butterball & Healthy Choice Oven Roasted could be improved!

The research indicated that ...

- Two imagery attributes drive consumer overall liking of appearance
  - Darker vs. lighter outer appearance
  - Natural-looking vs. processed shape
- As the whole breast becomes darker in color & more natural in shape, liking of appearance increases



Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

To summarize the initial research...

- Butterball & Healthy Choice Oven Roasted products were well liked for taste, texture & appearance when evaluated as a *slice,* and outperformed the competition
- Given that the appearance of the *whole breast* influenced the purchase decision at the deli counter, Butterball & Healthy Choice would benefit from an improved outer appearance with a move to a darker color and a more natural shape

Source: Moskowitz Jacobs Inc., Deli Turkey Breast Category Appraisal, 1997

After we enhanced our products, research was conducted to confirm the improvements with consumers...

Research Objective

- Determine consumer acceptance of the new Butterball & Healthy Choice products, overall & compared to the current (control) products

Methodology

- Product tested at central location facilities in 10 markets with 150 deli poultry consumers

Source: Luhrs Marketing Research, Competitive Deli Breast Product Test, 1998

...and the new Butterball & Healthy Choice Golden Oven Roasted Turkey Breasts were preferred over the current ASE products!

Overall, appearance & color ratings for the new Golden OR were significantly higher than that of the control product

Overall Scores on 9.0 Hedonic Scale

	Current (Control)	New Golden OR
Overall Rating	7.4	7.7 *
Overall Appearance	7.3	7.6 *
Overall Color	7.4	7.7 *
Overall Flavor	7.4	7.6 **
Overall Texture	7.2	7.5 **

* Statistically significant

** Not statistically different but directionally higher

Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test.

Consumers had other great things to say about Golden Oven Roasted Turkey Breast ...

Product Attribute	% Consumers Agreeing "Just Right"
Texture	87
Leanness	84
Juiciness	83
Meat Color	80
Turkey Flavor	76
Natural Taste	75

Most respondents felt that the new golden turkey breast slices looked like they were sliced right from a home roasted turkey!

Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

After the product was perfected, a third research study was conducted to test Golden Oven Roasted against key competitors...

- *Research Objective*
  - Determine consumer preference of the new Butterball & Healthy Choice products vs. the competition

Methodology

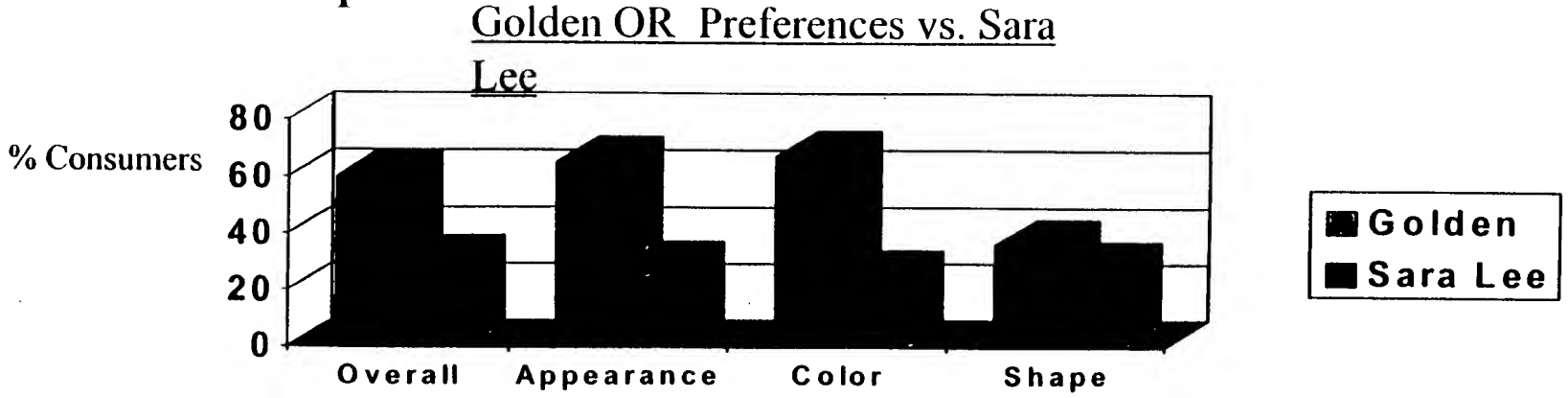
- Product tested at central location facilities in 5 markets with 470 deli poultry consumers
- Competitive products: Sara Lee Oven Roasted, Dietz & Watson Gourmet Oven Roasted

Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

...and once again, Golden Oven Roasted was a winner!

Golden OR was significantly preferred over Sara Lee ...

- Overall
- Outside appearance
- Outer color
- Shape

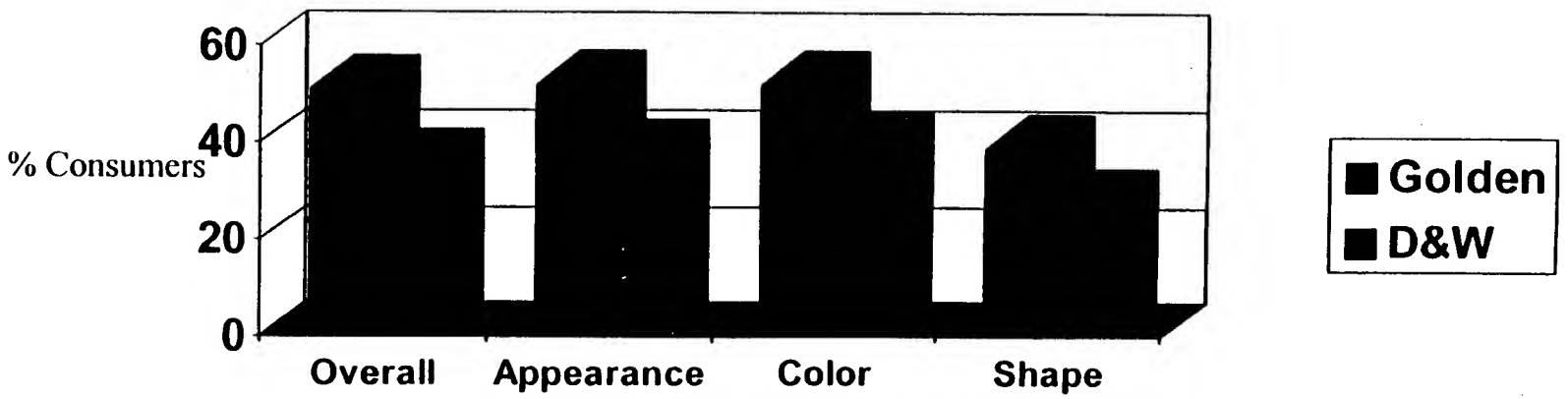


Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

Golden OR was also significantly preferred over Dietz & Watson....

- Overall
- Outside appearance
- Outer color
- Shape

Golden OR Preferences vs. Dietz & Watson



Source: Luhrs Marketing Research, Oven Roasted Deli Turkey Product Test, 1998

Consumer Research

Summary

- Butterball & Healthy Choice Oven Roasted Turkey Breasts are changing for the better -- to a golden brown outer color & a more natural shape
- Consumers significantly prefer the new Golden Oven Roasted Turkey Breast over the current products & key competitors

What's In It For You?

Enjoy the "rush" of consumers going for the gold with increased sales & profits!

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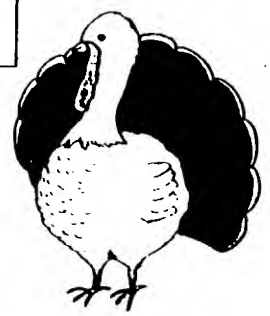
PTO-002854

Golden Oven Roasted

Summary of Changes

	Current Oven Roasted	New Golden Oven Roasted
Product Name	Butterball Oven Roasted Healthy Choice Oven Roasted	Butterball Golden Oven Roasted Healthy Choice Golden Oven Roasted
Turkey Breast Color	White	Golden Brown, home-roasted appearance preferred by consumers
Turkey Breast Shape	Round, helmet-like	Low profile for a more natural look preferred by consumers
Taste	Consumers know and love	Same great taste - we're not changing a good thing!
Butterball UPC Healthy Choice UPC	45300-27312 50100-17775	Same Same
Product Specifications Avg unit size Avg case weight Case dimensions Case cube Palletization	 9.1 lbs. 18.2 lbs. 15.25 x 9.125 x 5.56 .45 10 x 10 x 100	 Same Same Same Same Same



PTO-002855

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We will spread Butterball's good news to consumers...

The new name, *Butterball Golden Oven Roasted*, along with a burst describing the changes "Now Golden Browned…Same Great Taste!" will be communicated with eye-catching graphics on the new bags

Marketing Support

- Butterball consumer promotions include:
  - Golden Oven Roasted Half Page FSI
    - Sunday, Feb. 21, 1999
    - Delivering $.55 Butterball Deli Coupon
    - Consumer Mail-in Offer for a FREE WEEBEANS stuffed turkey plus $2.00 Butterball Coupon Booklet
  - Golden Oven Roasted Counter-top Easels
    - Introduces new Butterball product with $.55 coupon
    - Consumer Mail-in Offer for FREE WEEBEANS stuffed turkey plus $2.00 Butterball Coupon Booklet

Your deli customers will hear about the Healthy Choice product enhancements...

- Attractive graphics on the new packages communicate the new name, *Healthy Choice Golden Oven Roasted*, along with a colorful burst highlighting the changes "Now Golden Browned…Same Great Taste!"

PTO-002858

CRPF07693

Healthy Choice consumer promotions include:

- Healthy Choice Multi-Category Storewide Promotion featuring Golden Oven Roasted News
  - National FSI on Sunday, Jan. 3, 1999 with over 48 million circulation
  - Delivering $.55 Healthy Choice Deli Coupon
  - Consumer Mail-in FREE Healthy Choice product offer
- Golden Oven Roasted Counter-top Easels
  - Introduces new Healthy Choice product with $.55 coupons
  - Consumer Mail-in Offer for FREE WEEBEANS stuffed turkey plus $2.00 Healthy Choice Coupon Booklet

Leverage the strength of the Butterball brand with your shoppers!

- Butterball is the largest turkey brand in the grocery store, with sales of over $500 million.

  Butterball is perceived as a superior brand, standing for great taste, dependability & superior quality.

  The Butterball brand equity, rooted in a strong association with the whole bird, achieves 79% unaided awareness with consumers.
  - The next closest competitors only have 10% unaided awareness

  Consumers expect to pay more for premium products...product quality & "a brand they trust" are attributes they're willing to pay for.

The Best of All is Butterball!™

Sources: Fresh Meat Brand Image Study 1994, Grey Qualitative Research 1994, BB Tracking Study 1998
Deli Meat Purchase & Usage, 1996

Maximize your sales & profit potential by offering the full line of Butterball turkey breasts ...

- Consumers are looking for new, value-added products
  - Use of flavored products in general is on the rise as consumers seek out products with attributes that cannot be easily replicated at home (e.g. Cajun, Peppered)
  - Taste trends are moving toward authentic, ethnic flavors as consumers become more "worldly" and aware of regional cuisine
- Butterball brings five exciting tastes to the deli that consumers can't resist...Peppered, Lemon Pepper, Cajun Style, Italian Style & Southwestern Salsa
  - These products feature popular seasonings & ethnic flavors to help you capitalize on the flavored poultry growth trends

  Butterball has a full array of Oven Roasted turkey breasts, specialty flavors, lunch meats, chicken & low salt products
- *Stocking a wide variety will build consumer traffic in your deli and increase impulse sales!*

Capitalize on the power of the Healthy Choice brand franchise!

- In only 8 years, Healthy Choice has become a $1.4 billion franchise, ranked as the #4 brand in the entire supermarket - after Coca-Cola, Pepsi, & Campbells.

  Healthy Choice is the top brand for people concerned about health & nutrition.

  Consumers perceive Healthy Choice as:

  – A brand that allows you to "Eat What You Like"

  – A convenient, simple solution that's great tasting and low in fat

Delicious Taste with Sensible Nutrition!

Source: Campbell Mithun-Esty, McKinsey & Col, 1996

Satisfy your nutrition-conscious shoppers with the many varieties of Healthy Choice...

Healthy Choice has a wide array of deli meats across the poultry, ham, and beef segments

- Within poultry, Healthy Choice has a full line of Oven Roasted turkey breasts, specialty flavors & chicken products

Today's consumer prefers the wholesome nutritional benefits of poultry products, while seeking new flavor varieties

Healthy Choice also offers unique poultry flavors to build your deli sales: Mesquite Smoked, Cajun Style & Peppered Turkey Breast

Stocking a wide selection of nutritious products will satisfy a specific customer segment!

Meet the Challenge

JOIN THE GOLD RUSH ...

- Stock both Butterball & Healthy Choice Golden Oven Roasted Turkey Breasts
  - Consumers significantly prefer the "golden brown" color & natural shape over the original products and the competition
  - The relaunch is supported with national consumer promotions
- Maximize poultry dollar sales by giving consumers all their favorite varieties in one place
  - Butterball & Healthy Choice offer a full line of value-added, flavored turkey breasts
- Continue to take advantage of the powerful Butterball & Healthy Choice brand names
  - Butterball is the #1 name in turkey
  - Healthy Choice is #1 with nutrition-conscious consumers

"Cash in" on deli poultry growth with products consumers prefer, supporting promotions & leading brand names !!

PTO-002864

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APPENDIX

The following pages offer you the opportunity to customize this presentation for either Butterball or Healthy Choice. The customized pages include:

- Page 2 "Introducing"
- Page 12 "Consumers ask for ..."
- Page 26 "Summary of Changes"
- Page 35 "Join the Gold Rush.."

Introducing

BUTTERBALL®

Golden Oven Roasted™ Turkey Breast

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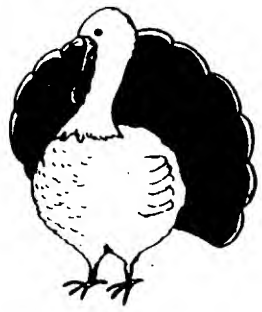


PTO-002866

Introducing

HEALTHY CHOICE®

Golden Oven Roasted™ Turkey Breast

CRPF07702

PTO-002867

Consumers ask for Butterball Oven Roasted Turkey Breast everyday ... now with the changes we're making, even MORE consumers will be buying even MORE deli turkey breast!!!

Introducing

BUTTERBALL®

Golden Oven Roasted Turkey Breast

Consumers ask for Healthy Choice Oven Roasted Turkey Breast everyday ... now with the changes we're making, even MORE consumers will be buying even MORE deli turkey breast!!!

Introducing

HEALTHY CHOICE®

Golden Oven Roasted Turkey Breast

CRPF07704

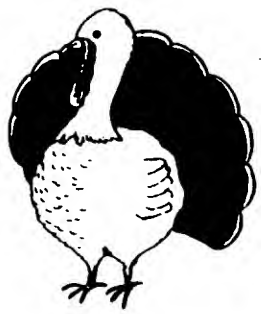
Golden Oven Roasted

Summary of Changes

BUTTERBALL®

	Current Oven Roasted	New Golden Oven Roasted
Product Name	Butterball Oven Roasted	Butterball Golden Oven Roasted
Turkey Breast Color	White	Golden Brown, home-roasted appearance preferred by consumers
Turkey Breast Shape	Round, helmet-like	Low profile for a more natural look preferred by consumers
Taste	Consumers know and love	Same great taste - we're not changing a good thing!
Butterball UPC	45300-27312	Same
Product Specifications		
Avg unit size	9.1 lbs.	Same
Avg case weight	18.2 lbs.	Same
Case dimensions	15.25 x 9.125 x 5.56	Same
Case cube	.45	Same
Palletization	10 x 10 x 100	Same

CRPF07705



PTO-002870

Golden Oven Roasted

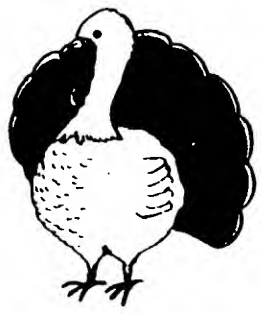
Summary of Changes

HEALTHY CHOICE®

Current Oven Roasted New Golden Oven Roasted

Product Name	Healthy Choice Oven Roasted	Healthy Choice Golden Oven Roasted
Turkey Breast Color	White	Golden Brown, home-roasted appearance preferred by consumers
Turkey Breast Shape	Round, helmet-like	Low profile for a more natural look preferred by consumers
Taste	Consumers know and love	Same great taste - we're not changing a good thing!
Healthy Choice UPC	50100 -17775	Same
Product Specifications Avg unit size Avg case weight Case dimensions Case cube Palletization	 9.1 lbs. 18.2 lbs. 15.25 x 9.125 x 5.56 .45 10 x 10 x 100	 Same Same Same Same Same

CRPF07706



PTO-002871

Meet the Challenge

JOIN THE GOLD RUSH ...

BUTTERBALL®

- Stock Butterball Golden Oven Roasted Turkey Breasts
  - Consumers significantly prefer the "golden brown" color & natural shape over the original products and the competition
  - The relaunch is supported with national consumer promotions
- Maximize poultry dollar sales by giving consumers all their favorite varieties in one place
  - Butterball offers a full line of value-added, flavored turkey breasts
- Continue to take advantage of the powerful Butterball brand name
  - Butterball is the #1 name in turkey

"Cash in" on deli poultry growth with products consumers prefer, supporting promotions & a leading brand name !!

CRPF07707

PTO-002872

Meet the Challenge

JOIN THE GOLD RUSH ...

HEALTHY CHOICE®

- Stock Healthy Choice Golden Oven Roasted Turkey Breasts
  - Consumers significantly prefer the "golden brown" color & natural shape over the original products and the competition
  - The relaunch is supported with national consumer promotions
- Maximize poultry dollar sales by giving consumers all their favorite varieties in one place
  - Healthy Choice offers a full line of value-added, flavored turkey breasts
- Continue to take advantage of the powerful Healthy Choice brand name
  - Healthy Choice is #1 with nutrition-conscious consumers

"Cash in" on deli poultry growth with products consumers prefer, supporting promotions & a leading brand name !!

PTO-002873

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